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COMP/M. 4979 – ACER / PACKARD BELL

SECTION 1.2

Description of the concentration

The proposed transaction is an indirect acquisition of sole control of Packard Bell B.V. by Acer, to be implemented by a direct or indirect subsidiary of Acer.

The business sector concerned by the proposed transaction is information technology, and in particular PCs. The proposed transaction will enable Acer to increase its presence in PCs in Europe and worldwide, and to compete more effectively against industry leaders HP and Dell, as well as numerous other established competitors, including Lenovo, Toshiba, Fujitsu-Siemens, Asus, Apple, Sony, Medion and others. To a lesser extent, the proposed transaction will also allow Acer to develop in other markets such as PC monitors, LCD screens for TV and portable navigation devices.