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COMP/M.5270 - PARCOM / BAKKERSLAND

SECTION 1.2

Description of the concentration

Transaction

Parcom Capital B.V., currently owner of 44.26% of the shares in Bakkersland Groep B.V. (“Bakkersland”), intends to acquire an additional 44.26% of the shares in the share capital of Bakkersland Groep B.V. from Polder Bakkersland S.a.r.l. and Rucola B.V. The contemplated transaction constitutes a concentration within the meaning of Article 3 (1) b of Council Regulation (EC) 139/2004.

Bakkersland

Bakkersland is a holding company. Bakkersland’s affiliates are mainly active in the field of production and sale of bakery products, amongst which bread, pastry, cake and confectionary products.

Parcom

Parcom is an investment company which is active in (i) public equity, and (ii) private equity mainly through management buy-outs, in the European Union. Parcom is controlled by ING-group. ING-group is a financial institution offering banking, insurance and asset management products and other financial services. ING-group is active in more than 50 countries.