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COMP/M.5644 – KRAFT FOODS / CADBURY

SECTION 1.2

Description of the concentration

The proposed concentration concerns the acquisition by Kraft Foods Inc. of the whole of the issued shares of Cadbury plc.

Kraft Foods Inc. is a world-wide food and beverage company whose business address is at Three Lakes Drive, Northfield, Illinois 60093, U.S.A. It is listed on the New York Stock Exchange.

Cadbury plc is a world-wide manufacturer of chocolate and sugar confectionery products, with a registered office at Cadbury House, Sanderson Road, Uxbridge UB8 1DH, United Kingdom. It is listed on the London and New York stock exchanges.

The proposed concentration takes effect in the overall snacking market and concerns chocolate confectionery and, to a lesser extent, sugar confectionery, biscuits and chocolate drinks.

The transaction will build on Kraft Foods Inc.' position as a global player in snacks, confectionery and quick meals.