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**COMP/M.5859 – WHIRLPOOL / THE PRIVILEG RIGHTS**

**SECTION 1.2**

**Description of the concentration**

This notification concerns the proposed acquisition by Whirlpool Corporation (“Whirlpool”), through a subsidiary, of the trademarks, trademark applications and domains comprising the name “PRIVILEG” (the “Privileg Rights”). The business activities of the undertakings concerned are as follows:

Whirlpool is a U.S. incorporated multinational, listed on the New York Stock Exchange. Whirlpool manufactures and markets a full line of major appliances and related products, primarily for home use. Whirlpool’s principal products are major domestic appliances, such as laundry appliances, refrigerators, cooking appliances, and dishwashers.

The Privileg Rights have previously been used to market large domestic appliances and small domestic appliances.

The Parties activities overlap in cooking appliances, hoods, dishwashers, refrigerators, freezers, microwave ovens, washing machines, tumble dryers, air conditioners, espresso machines, food preparation appliances, toasters, and waffle makers. The overlap is essentially limited to Germany and Austria.