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COMP/M.6220 - GENERAL MILLS / YOPLAIT

SECTION 1.2

Description of the concentration

The transaction consists in the acquisition by General Mills Inc. of sole control over the Yoplait group.

The activities of the undertakings concerned by the notified transaction are as follows:

General Mills is a US-based international group active in the manufacture and marketing of consumer foods products such as ready-to-eat cereals, main meals, frozen foods, side dishes, desserts, ice-creams, flour and baking mixes, and snacks.

The Yoplait group is a French-based international group which operates in the fresh dairy products sector. It produces and sells mainly yoghurts, dairy desserts, fresh cheese and cream.