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COMP/M.6321 - BUITENFOOD / AD VAN GELOVEN HOLDING / JV

SECTION 1.2

Description of the concentration

NPM Capital N.V. and Lion Capital LLP intend to acquire joint control of two previously independent businesses active in the market for frozen snacks: Buitenfood B.V. (including its subsidiary Royaan B.V.) and Ad van Geloven Holding B.V. (including its subsidiary Mora Produktie B.V.).

The joint venture will be active in the production and sales of frozen snacks for the retail market and the out-of-home (foodservice) market and the production of private label frozen snack products for retailers and foodservice wholesalers. The transaction will lead to affected markets in the Netherlands and Belgium.

NPM Capital is a Dutch private equity firm with approximately 26 participations in different industry sectors. NPM Capital is a subsidiary of SHV Holdings N.V., which is a Dutch holding company of a conglomerate whose group companies operate worldwide. SHV has activities in trade and distribution of liquefied petroleum gas (LPG), trade in food and non-food consumer products, provision of private equity, exploration and production of oil and gas, heavy lifting and renewable energy. SHV is a privately held company and is headquartered in Utrecht, the Netherlands.

Lion Capital is an English private equity investment manager, based in London, United Kingdom. Lion Capital focuses primarily on investments in companies that are engaged in the production and/or sale of branded consumer goods.