

Disclaimer :

The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudices the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.

COMP/M.6478 – MITSUBISHI CORPORATION / MAXINGVEST / ML PARTICIPAÇÕES / PARAGUAÇU PARTICIPAÇÕES / FRIELE / IPANEMA

SECTION 1.2

Description of the concentration

On 13 February 2012 the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) 139/2004 by which the undertakings Mitsubishi Corporation ("**MC**"), Tchibo (Austria) Holding GmbH ("**Tchibo Austria**") (an indirect wholly-owned subsidiary of maxingvest ag), ML Participações S/A ("**ML**"), Paraguaçu Participações LTDA ("**PP**") and Friele Brazil AS ("**Friele**") (a wholly-owned subsidiary of Frico Invest AS) propose to acquire, within the meaning of Article 3(1)(b) of the Regulation, joint control of Ipanema Agrícola S/A and Ipanema Comercial e Exportadora S/A by way of a purchase of shares by MC and Tchibo Austria.

The business activities of the undertakings concerned are:

- (i) for MC: general trading activities in various industries including energy, metals, machinery, chemicals, food and general merchandise.
- (ii) for Tchibo Austria (as part of the Tchibo group of companies): manufacture and distribution of roasted coffee, other coffee products, and a range of other non-food consumer goods and services.
- (iii) for ML: investment vehicle for individuals, for the purpose of investment in Ipanema.
- (iv) for PP: investment vehicle for individuals, for the purpose of investment in Ipanema.
- (v) for Friele: investment vehicle for Frico Invest AS, for the purpose of investment in Ipanema.
- (vi) for Ipanema: the growing, processing, producing, marketing and selling of green coffee beans and roasted coffee.