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COMP/M.6543 - AHOLD / FLEVO

SECTION 1.2

Description of the concentration

1. The proposed transaction consists in the acquisition by Koninklijke Ahold N.V. ("Ahold") of sole control over Flevo Deelnemingen III B.V. ("Flevo"). Ahold intends to acquire all shares of Flevo via its directly owned subsidiary Zaandam B.V.
2. Ahold is the parent company heading the businesses referred to as Ahold Europe and Ahold USA, an international group of quality supermarkets. In the Netherlands, Ahold is active via its supermarket chain Albert Heijn (Albert Heijn is to a very limited extent also active in Belgium), speciality stores for retail trade in health and beauty care products (Etos), and wine and liquor (Gall & Gall), as well as via its online forum and delivery service albert.nl with regard to products of all three of these brands.
3. Flevo holds one hundred per cent (100%) of the issued and outstanding shares of bol.com. Bol.com is an online non-food retailer and is active in the Netherlands and Belgium. Bol.com is engaged in the business of online retailing of books, e-books, DVDs, toys, music, games, software, consumer electronics, home appliances and computers.