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COMP/M. 6551-KELLOGG COMPANY / PRINGLES SNACK BUSINESS

SECTION 1.2

Description of the concentration

Kellogg Company (“Kellogg”) intends to acquire the entire Pringles Snacks Business of the The Procter & Gamble Company (“P&G”) within the meaning of Article 3(1)(b) of Council Regulation (EC) No 139/2004.

Kellogg is a producer of ready-to-eat cereal and convenience foods, such as cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. In the EEA, it sells ready-to-eat cereals, cereal bars, toaster pastries and fruit-flavoured snacks.

The Pringles Snacks Business sells ‘Pringles’ extruded potato crisps in the EEA.