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**COMP/M.6587 - MOLSON COORS / STARBEV**

**SECTION 1.2**

**Description of the concentration**

The proposed transaction consists of the acquisition by Molson Coors Brewing Company, acting by and through its wholly-owned subsidiary, Molson Coors Holdco - 2 Inc. (together, “Molson Coors”), of Starbev Holdings S. à r.l. (“StarBev”).

Molson Coors is also active in the production, sale, marketing and distribution of beer. Its operations are primarily located in the US, Canada and the UK. Molson Coors’ UK breweries are located in Alton, Burton-on-Trent, Tadcaster and Rock.

StarBev is indirectly owned by funds that are managed or advised by CVC Capital Partners. Through its subsidiaries, StarBev is active in the manufacture and distribution of beer. Its operations are located across Central and Eastern Europe where it has breweries in Bulgaria, the Czech Republic, Hungary, Romania, Croatia, Serbia and Montenegro.

Following the closing of the Transaction, Molson Coors will integrate StarBev’s operations into its own, and will continue to manufacture and supply StarBev’s brands.

