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COMP/M.6753-ORKLA / RIEBER & SON

SECTION 1.2

Description of the concentration

1. The following summary may be published on the Commission's website at the date of notification. It contains no confidential information or business secrets.
2. Orkla ASA has signed an agreement with AS Atlantis Vest, Zee Ploeg AS and Flu AS to acquire their total shareholding of 90.11% in Rieber& Søn ASA. The agreement is conditional on merger control clearance, and the remaining shares will be subject to a mandatory offer.
3. Orkla ASA is a Norwegian company group established in 1904, headquartered in Oslo. It is listed on the Oslo stock Exchange. Orkla comprises approximately 350 subsidiary companies that operate in a variety of product areas, and have a total of approximately 30,000 employees in more than 40 countries worldwide. The group is divided into three business areas: Orkla Brands, Sapa and Investments:
 - Sapa is active in the manufacture and sale of aluminium profiles, heat transfer and building systems. Orkla has agreed with Norsk Hydro ASA to place Sapa's and Norsk Hydro's profiles, building systems and tubing business in a joint venture.
 - Investments manages the group's financial investments, including share portfolio and hydropower holdings, and minority holdings in Jotun ASA (paints and coatings), REC (solar power), and Borregaard (biochemicals).
 - Orkla Branded Consumer Goods Area (Orkla Brands) is active in processing and sale of food, drink and snack products to grocery retail and food service customers, as well as production and sale of detergents and personal care products, hygiene and cleaning solutions, dietary supplements and health products and basic textiles mainly through the grocery channel. Orkla Brands has activities in Norway, Sweden, Finland, Denmark, Russia, Austria, Germany, India and the Baltic states, with its main presence in the Nordic countries.
4. Rieber ASA is a Norwegian company group operating in the food sector, headquartered in Bergen. It is listed on the Oslo Stock Exchange. Rieber comprises 11 subsidiary companies, and employs approximately 2,900 people. Rieber is a supplier of branded consumer food products within various categories, primarily to the grocery and out of

home channels. The main markets are the Nordic countries and Central Europe, and the main production facilities are located in Norway and the Czech Republic.

5. The Parties have overlapping business activities in certain food markets in Norway, Sweden, and Denmark. The Parties to a limited extent also have vertical relationships within certain markets for semi finished goods. Orkla submits that no serious competition issues arise in any of these markets. The Norwegian aspects of the case are subject to a pre-notification referral to Norway and are subject to simultaneous proceedings by the Norwegian Competition Authority.

