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COMP/M.6936 - DONATA / DE MASTER BLENDERS

SECTION 1.2

Description of the concentration

This notification relates to the proposed acquisition of indirect sole control by Donata Holding SE (“**Donata**”), a holding company of the Joh. A. Beckiser group, of D.E Master Blenders 1753 N.V. (“**DEMB**”). Donata already indirectly holds a non-controlling minority stake of 15.05% in **DEMB**.

Donata is an Austrian holding company of the Joh. A. Benckiser group. Joh. A. Benckiser and affiliated companies is a privately held group focused on long term investments in companies with premium brands in the fast moving consumer goods sector. Joh. A. Skadden, Arps, Slate, Meagher & Flom LLP STRICTLY PRIVATE & CONFIDENTIAL Donata/DEMB CONTAINS BUSINESS SECRETS Joh. A. Benckiser is present in the coffee and tea industry through its majority interests in U.S. coffee companies Peet’s Coffee & Tea, Inc. and Caribou Coffee Company, Inc., as well as its current non-controlling minority stake in **DEMB**.

DEMB is an international coffee and tea company that offers an extensive range of coffee and tea products in retail and out of home markets across Western Europe, Brazil, Australia and Asia. It operates owned and leased manufacturing facilities in the Netherlands, Belgium, France, Hungary, Spain, Greece, Poland, Thailand, Brazil, Australia and Spain. In addition, **DEMB** operates coffeehouses exclusively in the Netherlands under the brand names Coffee Company and Douwe Egberts café.

