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COMP/M. 7290

SECTION 1.2

Description of the concentration

On 24 June 2014, the European Commission was notified of a concentration resulting from the offer by Apple Inc. (Apple) to acquire the entire issued share capital of Beats Electronics, LLC and Beats Music, LLC (Beats).

Apple, headquartered in the United States, designs, manufactures, and markets mobile communication and media devices, personal computers, and portable digital music players. It also markets a variety of complementary products and accessories, including consumer and professional software applications, support services, peripherals, networking solutions, and third-party digital content and applications.

Beats, also headquartered in the United States, specialises in the design, development, and promotion of specialist audio technology, including headphones, audio speakers and audio software / hardware technology internationally. Beats also offers a music distribution product, Beats Music, which is available only in the United States and Australia.