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M. 7292 - DEMB / MONDELEZ / CHARGER OPCO

SECTION 1.2

Description of the concentration

- (1) The notified concentration involves the creation of a full-function joint venture combining the business of DE Master Blenders 1753 B.V. and the coffee business of Mondelēz International Inc.
- (2) DE Master Blenders 1753 B.V. (DEMB) and Mondelēz International Inc. (Mondelēz International) intend to acquire joint control of a full-function joint venture created through the combination of the operating subsidiaries and substantially all the material assets of DEMB and its subsidiaries, and Mondelēz International's coffee businesses.
- (3) DEMB is an international coffee and tea company that offers a range of coffee and tea products across Europe, Brazil, Australasia and Asia. In addition, within the EU, DEMB operates coffee houses in the Netherlands.
- (4) Mondelēz International is a global snack company with a product offering spanning biscuits, chocolate, candy, cheese, grocery, powdered beverages, chewing gum and coffee. Mondelēz International's coffee business supplies coffee products internationally.