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M.7655 - BERKSHIRE HATHAWAY / THE DURACELL BUSINESS

SECTION 1.2

Description of the concentration

1. On 23 June 2015 the European Commission received the notification of a proposed concentration pursuant to Regulation (EC) No. 139/2004 (the **EUMR**) by which Berkshire Hathaway Inc. (**Berkshire Hathaway**) will acquire within the meaning of Article 3.1(b) of the EUMR sole control of The Duracell Business (as defined below) from The Procter & Gamble Company (**P&G**).
2. The business activities of the undertakings concerned are:
 - (a) for Berkshire Hathaway: diverse business activities, including property and casualty insurance and reinsurance, utilities and energy, freight rail transportation, finance, manufacturing, retailing and services; and
 - (b) for the Duracell Business: the worldwide business of manufacturing and supplying primary and rechargeable portable batteries currently carried on by P&G (the **Duracell Business**).