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M.7726 – COTY/PROCTER & GAMBLE BEAUTY BUSINESSES

SECTION 1.2

Description of the concentration

- (1) The notified operation concerns the acquisition of control by Coty Inc. (**Coty**) within the meaning of Article 3(1)(b) EUMR of a significant part of the global hair care, colouring and styling, colour cosmetics and fragrance businesses of The Procter & Gamble Company (the **Target Businesses**). The Proposed Transaction will ultimately be effected by merging a Coty subsidiary with and into a newly formed subsidiary of The Procter & Gamble Company, which will hold the Target Businesses.
- (2) Coty is a global beauty products manufacturer. Its main products are fragrances, colour cosmetics and skin & body care products.
- (3) The Procter & Gamble Company is a global manufacturer of consumer goods, including fabric and household care, beauty care, grooming, health care, baby, feminine and family care products.
- (4) The Target Businesses manufacture and distribute hair colouring and styling products, colour cosmetics and fragrances globally.