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M. 8006 - Canon / Toshiba Medical Systems Corporation

SECTION 1.2

Description of the concentration

1. Canon Inc. Ōta, Tokyo, Japan (“**Canon**”) intends to acquire sole control over Toshiba Medical Systems Corporation (“**TMSC**”) by way of a 100% share deal.
2. Canon’s strategic and economic rationale for the transaction is to broaden its global portfolio in the growing market for medical equipment as well as to expand and diversify its customer base. By combining with TMSC, Canon also expects to realize significant synergies which will enable it to compete more effectively in a highly dynamic marketplace characterised by sophisticated buyers, very strong competitors in the EEA, and the possibility of new entrants.
3. The transaction concerns markets for medical equipment. The competitive impact of the transaction within the EEA will be very limited. In the first place, the Parties have only a relatively small market presence within the EEA. In addition, the concentration is of a complementary nature. In the field of medical equipment Canon is currently active in only a few markets. As a result, there are only minor horizontal overlaps of the Parties’ activities in the EEA, namely in the field of digital radiography (x-ray) and FPDs, and the concentration does not lead to any meaningful vertical overlaps within the EEA. Given the strong presence of a number of established players, the transaction will not raise any competition concerns.