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**M.8357 – Asahi/AB InBev CEE Divestment Business**

**SECTION 1.2**

**Description of the concentration**

- (1) The notified concentration consists in the acquisition of sole control by Asahi Group Holdings, Ltd. (the **Notifying Party** and together with its corporate group, the **Asahi Group**) of a commercially standalone business comprising certain brands and assets currently belonging to Anheuser-Busch InBev NV/SA (**AB InBev**) in the Czech Republic, Hungary, Poland, Romania and Slovakia (the **Target**) (together, the **Transaction**).
- (2) The Transaction has the following background. On 11 November 2015, AB InBev and SABMiller plc (**SABMiller**) announced the proposed acquisition by AB InBev of SABMiller. This acquisition was conditionally approved by the European Commission on 24 May 2016. In order to address certain potential concerns identified by the Commission, AB InBev offered to divest SABMiller's business in the Czech Republic, Hungary, Poland, Romania and Slovakia. The acquisition of this divested business by the Notifying Party is the subject of the present Form CO.
- (3) The Notifying Party is a beverages and food company, listed on the Tokyo Stock Exchange and headquartered in Tokyo, Japan. The Asahi Group has a diverse product portfolio in Japan that includes alcoholic beverages, non-alcoholic beverages and food products. However, the core of its business is beer.
- (4) The Target comprises certain beer brands and assets currently belonging to AB InBev in the Czech Republic, Hungary, Poland, Romania and Slovakia.