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M.8788 - APPLE / SHAZAM

SECTION 1.2

Description of the concentration

Following a referral decision pursuant to Article 22 of Council Regulation (EC) No. 139/2004 (“**EUMR**”), the Commission received, on 14 March 2018, notification of a proposed concentration by which (“**Apple**”) is to acquire sole control, within the meaning of Article 3(1)(b) EUMR, of Shazam Entertainment Limited (“**Shazam**”). After completion of the proposed concentration, Apple will hold 100% of the shares of Shazam.

The business activities of the undertakings concerned are:

- i. Shazam is the developer of the Shazam app, which as its core functionality allows users to recognise music;
- ii. Apple designs, manufactures and markets mobile communication and media devices, personal computers and portable digital music players, and sells a variety of related software, services, peripherals, networking solutions and third-party digital content and applications.