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M.8974 PROCTER & GAMBLE / MERCK CONSUMER HEALTHCARE BUSINESS

SECTION 1.2

Description of the concentration

- (1) The European Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) N° 139/2004 by which The Procter & Gamble Company (“P&G”) will acquire the consumer health business (“Merck Consumer Health Business” or “Target Business”) of Merck KGaA (“Merck”).
- (2) The primary business activities of the undertakings concerned are:
 - for P&G: P&G is a global manufacturer of consumer goods, including fabric and household care, grooming, health care, baby, feminine and family care products.
 - Merck Consumer Health Business concerns the consumer health business of Merck. It is active worldwide in the research, development, manufacturing and marketing and sales of consumer health products, including product remedies to relieve muscle, joint and back pain, colds and headaches as well as products for supporting physical activity and mobility.

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