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M. 9788 — JAB/JACOBS DOUWE EGBERTS

SECTION 1.2

Description of the concentration

- (1) JAB Holding Company S.à r.l. (“JAB”), through an indirect subsidiary, proposes to acquire sole control within the meaning of Article 3(1) of the EU Merger Regulation over Jacobs Douwe Egberts B.V. (“JDE”). JAB currently has joint control over JDE together with Mondelēz International Inc.
- (2) JAB is a privately held group focused on long-term investments in companies with premium brands and attractive growth. Excluding its existing interest in JDE, JAB holds a number of interests in non-alcoholic beverages, food and drink retail businesses, and veterinary services. JAB also has controlling interests in fashion retailer Bally and global beauty products company Coty.
- (3) JAB is incorporated and headquartered in Luxembourg.
- (4) JDE is a coffee and tea manufacturer with a broad brand portfolio. JDE trades actively in over 100 countries through brands including L’OR, Jacobs Coffee, Douwe Egberts, Senseo, Tassimo, Moccona, Pickwick and Pilão.
- (5) JDE is incorporated and headquartered in the Netherlands.