

***Case No COMP/M.3769 -
THE COCA-COLA
COMPANY / COCA-
COLA HELLENIC
BOTTLING COMPANY /
MULTON***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 15/04/2005

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 15.04.2005
SG-Greffe(2005) D/201787 - 201788

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

PUBLIC VERSION

To the notifying Parties

Dear Madam(s) and/or Sir(s),

**Subject: Case No. COMP/M. 3769 – The Coca-Cola Company/Coca-Cola Hellenic Bottling Company/Multon
Notification of 15.03.2005 pursuant to Article 4 of Council Regulation (EC) No. 139/2004¹
Publication in the Official Journal of the European Union No. C 70, 22.03.2005, page 12**

1. On 15.03.2005, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004 by which the undertakings The Coca-Cola Company (“TCCC”, USA) and Coca-Cola Hellenic Bottling Company S.A. (“CCHBC”, Greece) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of the undertaking Multon (Russian Federation) by purchase of shares.
2. The business activities of the undertakings concerned are:
 - for TCCC : brand owner and supplier of soft drink concentrates;
 - for CCHBC : licensed bottler that produces and sells TCCC-branded beverages;
 - for Multon: bottling, distributing and marketing of fruit juices and nectars in Russia, Ukraine, Belarus, Kazakhstan, Uzbekistan and Tajikistan.

¹ OJ L 24, 29.1.2004 p. 1

3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraph 5 (a) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No. 139/2004².
4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No. 139/2004.

For the Commission

(Signed)
Neelie KROES
Member of the Commission