

***Case No COMP/M.5037 -  
BEKO ELEKTRONIK /  
GRUNDIG  
MULTIMEDIA***

Only the English text is available and authentic.

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

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Article 6(1)(b) NON-OPPOSITION  
Date: 07/03/2008

***In electronic form on the EUR-Lex website under document  
number 32008M5037***



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 07-III-2008  
SG-Greffe(2008) D/201026

PUBLIC VERSION

MERGER PROCEDURE  
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

**To the notifying party**

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

**Subject: Case No COMP/M. 5037 – BEKO ELEKTRONIK / GRUNDIG MULTIMEDIA  
Notification of 7 February 2008 pursuant to Article 4 of Council Regulation (EC)  
No. 139/2004<sup>1</sup>  
Publication in the Official Journal of the European Union No. C 41, 15/02/2008,  
p. 23.**

1. On 7.02.2008, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertaking Beko Elektronik A.S. ("Beko", Turkey) belonging to the Koç group acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the whole of the undertaking Grundig Multimedia B.V. ("Grundig", The Netherlands) by way of purchase of shares.

The business activities of the undertakings concerned are:

- for undertaking Beko: the manufacture and sale of non-branded supplies of colour televisions.
  - for undertaking Grundig: the development, design and sale of own branded consumer electronic products.
2. 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,

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<sup>1</sup> OJ L 24, 29.1.2004 p. 1

subparagraph d, of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No. 139/2004<sup>2</sup>.

3. 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)  
Philip LOWE  
Director General

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<sup>2</sup> OJ C 56, 05.3.2005 p.32