

***Case No COMP/M.6614 - SAMSUNG ELECTRONICS/
SAMSUNG MOBILE DISPLAY***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 19/06/2012

***In electronic form on the EUR-Lex website under document
number 32012M6614***



EUROPEAN COMMISSION

Brussels, 19.06.2012
C(2012) 4298

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying party/ies:

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

Subject: Case No COMP/M.6614 - SAMSUNG ELECTRONICS/ SAMSUNG MOBILE DISPLAY
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004¹

1. On 21.05.2012, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking Samsung Electronics Co., Ltd ("SEC", South Korea) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of the undertaking Samsung Mobile Display ("SMD", South Korea) by way of purchase of assets. SEC currently exercises joint control over SMD.

The business activities of the undertakings concerned are:

- for SEC: design, development, manufacture and sale of a wide range of products in the area of electronics and information technology. In particular, SEC produces mid-to-

¹ OJ L 24, 29.1.2004, p. 1 ("the Merger Regulation"). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ("TFEU") has introduced certain changes, such as the replacement of "Community" by "Union" and "common market" by "internal market". The terminology of the TFEU will be used throughout this decision.

large thin film transistor liquid crystal displays (“TFT LCD”) for TVs and monitors, digital information applications and notebook PCs;

- for SMD: development, manufacture and sale of TFT-LCD and organic light emitting diodes (“OLED”) panel displays that are used as information transmitting display systems for mobile equipment such as cellular phones, digital cameras and portable media players².

2. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(d) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004³.
3. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation.

For the Commission
(signed)
Alexander ITALIANER
Director General

² Publication in the Official Journal of the European Union No C 154, 31.05.2012, p.23

³ OJ C 56, 5.3.2005, p. 32.