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**M.10208 – THE COCA-COLA COMPANY / COCA-COLA HBC / WABI CCH JV**

**SECTION 1.2**

**Description of the concentration**

- (1) This notification concerns the creation by The Coca-Cola Company and Coca-Cola HBC AG of a full function joint venture, WABI CCH JV, which will operate a digital platform providing e-commerce solutions for suppliers and distributors of consumer packaged goods, retail outlets and consumers in the EU and elsewhere. Following the Proposed Transaction, WABI CCH JV will operate as a full function undertaking jointly owned and controlled by The Coca-Cola Company and Coca-Cola HBC AG.