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M.10262 - FACEBOOK/KUSTOMER

SECTION 1.2

Description of the concentration

"On 25 June 2021 the European Commission received the notification of a proposed acquisition by which Facebook, Inc. (California / USA) acquires sole control over Kustomer, Inc. (New York / USA).

Kustomer offers a software as a service ("**SaaS**") customer relationship management ("**CRM**") software specialising in customer service. The software helps a business' customer service agents manage communications with consumers.

Affected industry: information technology."