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M.10436 - MOËT HENNESSY / CAMPARI / TANNICO

SECTION 1.2

Description of the concentration

This Notification concerns the acquisition of indirect joint control by Moët Hennessy S.A.S. (“Moët Hennessy”) of Tannico e Wineplatform S.p.A. (“Tannico”).

Tannico is currently jointly controlled by Davide Campari-Milano N.V. (“Campari”) and certain other shareholders. The acquisition will be carried out through the creation of a 50/50 joint venture (“JV”) between Moët Hennessy and Campari. Moët Hennessy will acquire 50% of the quota capital of an *ad hoc* company vehicle to which Campari has contributed its stake in Tannico.

Moët Hennessy and Campari are both active in the production and distribution (mainly at wholesale level) of wines and spirits, while Tannico acts only as a retailer of wines and spirits via its e-commerce platform (without any production activities).