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M.10543 - BISCUIT HOLDING / CONTINENTAL BAKERIES HOLDING

SECTION 1.2

Description of the concentration

The proposed concentration consists of the acquisition by Biscuit Holding S.A.S., indirectly controlled by private equity investment funds advised by Platinum Equity Advisors, LLC (the funds collectively referred to as “**Platinum Equity**”), of sole control of Continental Bakeries Holding B.V. (“**CB**”) by way of a share acquisition.

BI, an affiliate of Platinum Equity, will acquire sole control over CB within the meaning of Article (3)(1)(b) of Council Regulation (EC) No 139/2004.

BI is a European manufacturer principally of private label biscuits headquartered in Paris, France. BI manufactures its products in 20 factories located across six countries in Europe (Spain, France, Germany, the Netherlands, Portugal and UK) and employs approximately 2,200 people. BI operates mainly in Europe, with limited sales to the US, Africa, Asia Pacific and Latin America.

CB is a European bakery group specialised in the manufacturing and sale of sweet biscuits, bread replacements and toast headquartered in Dordrecht, the Netherlands. CB employs more than 2,300 people and operates primarily in Europe, but also has limited sales to the US, Africa, and Asia Pacific.