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M.11086 – ARCELİK / WHIRLPOOL EMEA MDA

SECTION 1.2

Description of the concentration

On 18 September 2023, the European Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004 by which Arçelik will acquire sole control of Whirlpool's EMEA MDA business.

Arçelik, incorporated in Turkey, is a global supplier of a broad range of domestic appliances and consumer electronics. In the EEA, Arçelik supplies MDAs under the following brands: Beko, Blomberg, Arctic, Altus, Grundig, Flavel, Leisure, Zenith, and Elektrabregenz.

The Target consists of Whirlpool's EMEA MDA business, as well as Whirlpool's Ariston, 34 Indesit, Hotpoint, Ignis, Privileg, Bauknecht, Polar, and Laden brands, and an exclusive licence to the Whirlpool brand in parts of the EMEA territory, including the EEA, for up to 40 years.

The Transaction will allow the Parties to combine their complementary product portfolios, brands, and local presence, while achieving merger-specific cost efficiencies and synergies across the value chain, allowing the combined entity to better compete with the broad range of MDA players in the EEA, while continuing to drive innovation and sustainability efforts, and navigate the increasingly complex European regulatory environment.