

## V

*(Announcements)*PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION  
POLICY

## EUROPEAN COMMISSION

**Prior notification of a concentration****(Case COMP/M.7057 — Suntory/GlaxoSmithKline (Ribena & Lucozade Soft Drinks Business))****(Text with EEA relevance)**

(2013/C 314/08)

1. On 22 October 2013, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 <sup>(1)</sup> by which Suntory Beverage & Food Limited ('SBF', Japan), ultimately controlled by Suntory Holdings Limited ('Suntory', Japan), acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of the Ribena and Lucozade soft drink business ('the Target Business', the United Kingdom) from GlaxoSmithKline plc (the United Kingdom) by way of purchase of assets.

2. The business activities of the undertakings concerned are:

- for Suntory: production, manufacturing and distribution of soft drinks products,
- for the Target Business: manufacture, distribution and sale of soft drinks products under the Lucozade and Ribena brands.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope the EC Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. Observations can be sent to the Commission by fax (+32 22964301), by e-mail to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference number COMP/M.7057 — Suntory/GlaxoSmithKline (Ribena & Lucozade Soft Drinks Business), to the following address:

European Commission  
Directorate-General for Competition  
Merger Registry  
1049 Bruxelles/Brussel  
BELGIQUE/BELGIË

---

<sup>(1)</sup> OJ L 24, 29.1.2004, p. 1 (the 'EC Merger Regulation').