

## V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION  
POLICY

EUROPEAN COMMISSION

**Prior notification of a concentration**

**(Case M.10208 — The Coca-Cola Company/Coca-Cola HBC/WABI CCH JV)**

**Candidate case for simplified procedure**

(Text with EEA relevance)

(2021/C 154/07)

1. On 21 April 2021, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 <sup>(1)</sup>.

This notification concerns the following undertakings:

- The Coca-Cola Company ('TCCC', United States),
- Coca-Cola HBC AG ('CCH', Switzerland),
- WABI CCH B.V. ('WABI CCH JV', the Netherlands)

TCCC and CCH acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of WABI CCH JV.

The concentration is accomplished by way of purchase of shares in a newly created company constituting a joint venture.

2. The business activities of the undertakings concerned are:

- for TCCC: worldwide brand ownership and licensing of various trademarks used to market and sell non-alcoholic commercial beverages; production of soft drink concentrate and syrup, as well as finished beverages,
- for CCH: producing, marketing, and selling TCCC-branded and other beverages in the EU, Eurasia and Africa;
- for WABI CCH JV: providing digital marketplace services connecting wholesalers, retailers, suppliers and consumers of consumer packaged goods.

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

Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under the Council Regulation (EC) No 139/2004 <sup>(2)</sup> it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

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

<sup>(2)</sup> OJ C 366, 14.12.2013, p. 5.

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. The following reference should always be specified:

Case M.10208 — The Coca-Cola Company/Coca-Cola HBC/WABI CCH JV

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

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