

**Prior notification of a concentration**  
**(Case M.7277 — Eli Lilly/Novartis Animal Health)**  
**(Text with EEA relevance)**  
(2014/C 299/10)

1. On 29 August 2014, 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 the undertaking Eli Lilly and Company ('Eli Lilly', US) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of the undertaking Novartis Animal Health ('NAH', Switzerland) by way of purchase of shares and assets.

2. The business activities of the undertakings concerned are:

- Eli Lilly is active in the discovery, development, manufacture and sale of a range of pharmaceutical products for humans and animals,
- NAH is active in the discovery, manufacturing, development and sale of animal health products to prevent and treat diseases in companion animals, production animals and farmed fish.

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.

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 email to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference number M.7277 — Eli Lilly/Novartis Animal Health, to the following address:

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

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