

Notification of Concentration

Between **De' Longhi S.p.A.**, Italy and **Braun Household Business of Procter & Gamble Company**, USA
(Case no. 08-102/2012)

1. Pursuant to Article 15 of the Law for Protection of Competition (Official gazette of R.M. 145/10 and 136/11), on 25.05.2012 and supplemented on 28.05.2012 and 29.05.2012, the Commission for Protection of Competition received a notification of a proposed concentration by which the undertaking **De' Longhi S.p.A.**, with a registered seat at Via L. Seitz, 47 31100 Treviso, Italy, acquire control within the meaning of article 12 of the law on Protection of Competition, of **Braun Household Business of Procter & Gamble Company**, with a registered seat at 1 Procter & Gamble Plaza, Sinsinati, Ohio 45202 USA, **by way of purchase of assets.**
2. **The business activities of the undertakings concerned are:**
 - 2.1. **De' Longhi S.p.A.**– design, manufacture and distribute electrical products for household,
 - 2.2. **Braun Household Business of Procter & Gamble Company.** – designs, manufactures and placed on the market a variety of small electric household appliances worldwide.
3. Upon preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Law for Protection of Competition. However, the final decision on this point is reserved.
4. The Commission invites the interested third parties to submit possible observations and opinions about the proposed concentration. The observations and opinions of the interested third parties can be sent by fax: 02 3296 466, by post at: Mito Hadzi Vasilev Jasmin 50, Skopje or by e-mail: kzk@kzk.gov.mk and should reach the Commission no later than 10 days following the day of the publication of this notification.

04.06.2012
Skopje