



MERGER ANNOUNCEMENT

Competition and Consumer Protection Commission clears proposed acquisition by Mondelēz International, Inc. of rights and assets relating to a portfolio of *Cadbury* sweet biscuit brands

26 October 2016

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Mondelēz International, Inc. would acquire (a) the rights currently held by Burton's Foods Limited by virtue of a licence agreement concluded between Cadbury Ltd, Cadbury Schweppes plc, Premier Brands Ltd and Premier Brands UK Ltd on 13 May 1986 (as amended on 18 April 2002); and (b) related assets of Burton's Foods Limited. Pursuant to the proposed transaction, Mondelēz will acquire the rights to manufacture, market and sell a portfolio of sweet biscuit products under the *Cadbury* brand. The proposed transaction was notified under the Competition Act 2002 on 20 September 2016.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

Additional Information

Mondelēz International, Inc. is a worldwide producer and supplier of snack foods, which owns brands covering biscuits, chocolate, gum, confectionery, beverages and cheese. In the State, Mondelēz International, Inc. operates manufacturing facilities in Co. Dublin and Co. Kerry and sells branded products to the retail grocery sector in the State, including *Cadbury*, *Milka*, *Oreo* and *Toblerone*. Mondelēz International, Inc. sells a range of non-biscuit products under the *Cadbury* brand in the State.

The target comprises the following portfolio of *Cadbury* sweet biscuit products: *Cadbury Fingers*; *Cadbury Animals*; *Cadbury Mellos*; *Cadbury Shorties*; *Cadbury Wheaties*; *Cadbury Special Occasions*; *Cadbury Occasions*; *Cadbury Festive Friends*; and *Cadbury Cookies*.