



Republic of Serbia
**COMMISSION FOR PROTECTION
OF COMPETITION**

25/IV Savska St., Belgrade
Number: 6/0-02-400/2019-7
Date: May 10, 2019

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Pursuant to Article 37(2) and Article 65(5) of the Law on Protection of Competition (Official Gazette of the RS 51/09 and 95/13), and Article 2(1/6) of the Tariff on the level of compensations for activities within the competence of the Commission for Protection of Competition (Official Gazette of the RS 49/11), deciding under the merger notification entered under number 6/0-02-400/2019-1 of April 12, 2019, submitted by company Ferrero International S.A., with registered seat at the address Findel Business Center – Complex B, Rue de Treves L-2632, Findel, Luxembourg, via procurator holder, attorney at law Darija Ognjenović from the Law Office “Prica i partneri”, 31 Resavska St., Belgrade, on May 10, 2019, the President of the Commission for Protection of Competition enacts the following

DECISION

I Concentration of undertakings in summary procedure **IS APPROVED** created by acquisition of direct control on the part of company Ferrero International S.A., with registered seat at the address Findel Business Center – Complex B, Rue de Treves L-2632, Findel, Luxembourg, company number B60814, over a part of business operations of company Kellogg Company, with registered seat at the address One Kellogg Square Battle Creek, Michigan 49016-3599, USA, registered in the State of Delaware, relating to the development, production, marketing and distribution of cookies, fruit snacks, fruit strips, ice-cream cones and pie crusts in the USA, Canada and Latin America, also including seven subsidiaries, pursuant to the “Stock and asset purchase agreement by and between companies Kellogg Company and Ferrero International S.A.”.

II IT IS ESTABLISHED that the party, company Ferrero International S.A., with registered seat at the address Findel Business Center – Complex B, Rue de Treves L-2632, Findel, Luxembourg, has made payment in the amount of EUR 25,000.00 (in words: twenty-five thousand euro) on April 16, 2019, into the account of the Commission for Protection of Competition, which represents a stipulated amount of the fee as compensation for issuing decision on the approval of concentration in summary procedure.