Prior notification of a concentration

(Case M.8974 — Procter & Gamble/Merck consumer healthcare business)

(Text with EEA relevance)

(2018/C 267/05)

1. On 20 July 2018, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 [1].

This notification concerns the following undertakings:

— The Procter & Gamble Company ('P&G', United States),

— The consumer healthcare business of Merck KGaA ('Merck OTC Business', Germany).

P&G acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of Merck OTC Business.

The concentration is accomplished by way of purchase of shares and assets.

2. The business activities of the undertakings concerned are:

— for P&G: active globally in the supply of consumer goods, including fabric and household care, grooming, healthcare, baby, feminine and family care products,

— for Merck OTC Business: active globally in the supply of consumer healthcare products, including vitamins and minerals, respiratory, pain relief, digestive and skin care products.

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. The following reference should always be specified:

M.8974 — Procter & Gamble/Merck consumer healthcare business

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

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

Postal address:

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

---

[1] OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').