Prior notification of a concentration

(Case M.10291 — Arçelik/Whirlpool Beyaz)

Candidate case for simplified procedure

(Text with EEA relevance)

(2021/C 219/11)

1. On 27 May 2021, 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:

— Arçelik (Turkey), controlled by by Koç Holding A.S

— Whirlpool Beyaz (Turkey), belonging to Whirlpool.

Arçelik acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Whirlpool Beyaz.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Arçelik: manufacturing and supplying of a broad range of household appliances, consumer electronics and components. In the EEA, Arcelik supplies appliances under the brands Beko, Blomberg, Arctic, Altus, Grundig, Flavel, and ElektraBregenz,

— for Whirlpool Beyaz: manufacturing refrigerators, freezers and washing machines sold under the brands Whirlpool, Bauknecht, Ignis, Indesit, Maytag, Laden, Poland, Privileg and Kitchen Aid.

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.

Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under the Council Regulation (EC) No 139/2004 ([2]) it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

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.10291 — Arçelik/Whirlpool Beyaz

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
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([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.