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PUBLIC VERSION

Arçelik A.Ş.
Karaagaç Caddesi No: 2/6
Beyoğlu 34445 Sütlüce
Istanbul
Turkey

Subject: **Case M.10291 – ARÇELIK / WHIRLPOOL BEYAZ**
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004[1] and Article 57 of the Agreement on the European Economic Area[2]

Dear Sir or Madam,

1. On 27 May 2021, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Arçelik A.Ş. (Turkey) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of Whirlpool Beyaz Eşya San. ve Tic. A.Ş (Turkey). The concentration is accomplished by way of purchase of shares.[3]

2. The business activities of the undertakings concerned are:

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

   – for Whirlpool Beyaz Eşya San. ve Tic. A.Ş: manufacturing refrigerators, freezers and washing machines sold under various brands, including Whirlpool, Bauknecht, Ignis, and Indesit.

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1 OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation'). With effect from 1 December 2009, the Treaty on the Functioning of the European Union (the 'TFEU') has introduced certain changes, such as the replacement of 'Community' by 'Union' and 'common market' by 'internal market'. The terminology of the TFEU will be used throughout this decision.

2 OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

3 Publication in the Official Journal of the European Union No C 219, 9.6.2021, p. 16.

Commission européenne, DG COMP MERGER REGISTRY, 1049 Bruxelles, BELGIQUE
Europese Commissie, DG COMP MERGER REGISTRY, 1049 Brussel, BELGIË

Tel: +32 229-91111. Fax: +32 229-64301. E-mail: COMP-MERGER-REGISTRY@ec.europa.eu.

3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(c) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.[4]

4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Olivier GUERSENT
Director-General

4 OJ C 366, 14.12.2013, p. 5.