



HELLENIC REPUBLIC  
HELLENIC COMPETITION COMMISSION

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## PRESS RELEASE

**The Hellenic Competition Commission joins the initial referral request concerning the proposed acquisition by SC Johnson of Sara Lee's household insecticides business from the Member States to the European Commission, pursuant to Art. 22 of the EC Merger Regulation**

The Hellenic Competition Commission ("HCC") has been informed by the European Commission of an upwards referral request submitted by the competent authority of another Member State regarding the proposed acquisition by SC Johnson of Sara Lee's household insecticides business, pursuant to Article 22 of Council Regulation (EC) 139/2004 ("EC Merger Regulation").

SC Johnson is a US based corporation specialized in the manufacturing, development and distribution of household cleaning products (notably under the brand names "Baygon", "Raid" and "Autan" in Greece). Sara Lee's household insecticides business is active in the manufacturing and marketing of various types of insecticides for household use (notably under the brand name "Vapona" in Greece).

Although the proposed transaction does not appear to fall with the scope of the pre-merger notification requirement under Greek merger control rules (Article 4b of Law 703/77), the conditions for a case referral pursuant to Article 22 of the EC Merger Regulation are met also with respect to the Greek territory. In particular, the concentration is liable to have a discernible influence on the pattern of trade between Member States. Furthermore, on the basis of a preliminary analysis, the transaction threatens to significantly affect competition in relation to certain distinct product markets in Greece, thereby warranting closer scrutiny.

The European Commission may decide to examine the proposed concentration if it agrees that the legal requirements for an Article 22 referral are fulfilled in this case. The HCC will continue to cooperate closely on this subject with the European Commission and other National Competition Authorities within the Network.