



HELLENIC REPUBLIC
HELLENIC COMPETITION COMMISSION

Athens, 9 December 2010

PRESS RELEASE

Review of notified acquisition of the ice cream brands of EVGA by ELAIS UNILEVER HELLAS (pursuant to Art. 4b of Law 703/77)

Following the issuing of a statement of objections, the Hellenic Competition Commission will hold a hearing on 17 January 2011 in order to examine whether the proposed acquisition of EVGA's ice cream brands by ELAIS UNILEVER HELLAS is compatible with merger control rules.

According to the statement of objections, the implementation of the notified concentration might lead to a significant impediment to effective competition through the creation of a collective dominant position in the relevant markets for impulse and family ice cream. It is thus necessary for an appropriate remedy to be adopted so as to ensure unimpeded access to the relevant markets and to small drop outlets by rivals.

The issuing of a statement of objections does not bind the Hellenic Competition Commission and is without prejudice to its final decision. The Hellenic Competition Commission will reach its decision following an oral hearing and after a full appraisal of the relevant evidence.