



**HELLENIC REPUBLIC  
COMPETITION COMMISSION**

**Athens, 14 January 2011**

**PRESS RELEASE**

**Clearance of the acquisition by ELAIS UNILEVER HELLAS S.A. of the ice cream brands of EVGA S.A. with conditions and obligations**

The Hellenic Competition Commission (HCC) decided yesterday to clear the notified concentration of EVGA S.A. and ELAIS UNILEVER HELLAS S.A., whereby the latter acquires the ice cream brands of the former. The concentration was cleared with the following conditions and obligations, which correspond to specific commitments made to and accepted by the HCC:

- 1) EVGA's existing cooperation and distribution contracts and contracts for the provision of freezer cabinets on a rent-free basis shall be modified so as to delete any exclusivity clause therein; and
- 2) The duration of the transaction's non-competition clause which binds EVGA, as far as production and marketing of branded ice cream in cooperation with third parties is concerned, shall be reduced from three (3) to one (1) year.

In reaching the above decision, the HCC mainly aims at safeguarding conditions of effective competition and, in particular, at ensuring unimpeded access by competitors to the relevant markets and sales outlets.