



REPUBLIC OF THE PHILIPPINES

PHILIPPINE COMPETITION COMMISSION

6/F DAP Building, San Miguel Avenue, Ortigas Center, Pasig City 1600

COMMISSION DECISION No. 03-M-076/2016
Acquisition by Jacobs Douwe Egberts B.V. of shares in Super Group Ltd.
M-076/2016

The Commission,

Having regard to the Acquisition by Jacobs Douwe Egberts B.V. of shares in Super Group Ltd.,

Having regard to Section 16 and 20 of Republic Act No. 10667 and Section 1, Rule 4 of the Rules and Regulations to Implement the Provisions of Republic Act No. 10667,

Has adopted this Decision:

In view of the recommendation from the Mergers & Acquisitions Office that, on the basis of information obtained from the parties and other sources to date, the acquisition by Jacobs Douwe Egberts B.V. of shares in Super Group Ltd. (the "Transaction") does not result in a substantial lessening of competition in the relevant market, for the following reasons:

1. No overlaps exist between the parties' products in the Philippines;
2. In any event, the parties hold minimal shares in the broader market for coffee products in the Philippines; and
3. Sufficient post-acquisition competitive constraints on the merged firm remains from other market participants;

the Commission hereby resolves that it will take no further action with respect to the Transaction.

DONE, this 27th day of February 2017, in the City of Pasig, Philippines.

ARSENIO M. BALISACAN

Chairman

JOHANNES BENJAMIN R. BERNABE
Commissioner

STELLA LUZ A. QUIMBO
Commissioner

EL CID R. BUTUYAN
Commissioner

AMABELLE C. ASUNCION
Commissioner