



THE COMPETITION COUNCIL: UNILEVER STARTS TO IMPLEMENT THE COMMITMENTS ASSUMED IN ORDER TO TAKE-OVER BETTY-ICE

Unilever takes the first step into implementing its commitments assumed in front of the Competition Council in order to take over Betty Ice and makes public the list of locations from where the companies will withdraw their freezer cabinets. This list can be found on the competition authority's website: www.consiliulconcurentei.ro.

We recall that last year, the competition authority authorized with conditions the take-over of Betty Ice by Unilever South Central Europe SA. In the framework of the analysis conducted by the Competition Council, there were some competitive concerns about the compatibility of the economic concentration with a normal competitive environment on the national market of production and marketing of the impulse type of ice-cream.

In order to overcome the concerns of the competition authority, Unilever has committed itself to withdraw a number of freezers located in the stores of Unilever or Betty Ice's partners from the traditional trade segment.

In this way, competitors will be able to place their own freezers in those locations, and the result of these steps will be the reduction of the combined market share of Unilever and Betty Ice.

The Unilever Group is active in the consumer goods industry by supplying goods from all segments of food products, home care products and personal care products.

The main activity of Betty Ice is the production and distribution of frozen food (fruits, vegetables, meat, fish, and pastry).

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