

CASE STUDY

MERGERS



// SITUATION //

The client, a large multinational conglomerate company in a declining sector, faced an in-depth investigation by the European Commission concerning the acquisition of a competitor.

The European Commission raised concerns about the transaction's compatibility with the internal market in relation to a specific market segment where the combined entity would achieve high market shares.



// OBJECTIVES //



The ultimate objective of the public affairs strategy was to get the European Commission's clearance for the acquisition without having to provide any commitments.

// EXECUTION //

Kreab advised the client throughout the whole procedure. We identified the key allies within the relevant Directorates of the EU Commission and other stakeholders.

It was vital to counter each of the Commission's concerns with an immediate, proactive and cooperative response.

We assisted the client with early engagement with the relevant contacts and supplied them with essential information.



// RESULT //



The European Commission cleared the proposed acquisition without any remedies being required.

The Commission confirmed that there will remain sufficient competition after the acquisition and that customers would have sufficient alternative suppliers in all markets concerned.