



MERGER ANNOUNCEMENT 17 APRIL 2013

Competition Authority clears the proposed acquisition of sole control of Fresh Trading Limited by European Refreshments, an indirect wholly-owned subsidiary of The Coca-Cola Company

The Competition Authority has cleared the proposed acquisition whereby European Refreshments, which is an indirect wholly-owned subsidiary of The Coca-Cola Company (TCCC), would acquire sole control of Fresh Trading Limited (Fresh Trading). The transaction was notified under the Competition Act 2002 on 19 March 2013. TCCC currently has a 60% non-controlling shareholding in Fresh Trading. This transaction will give it 100% of the voting shares and sole control of Fresh Trading.

The Authority has formed the view that the proposed transaction does not raise any competition concerns in the State. The companies have been informed of the decision that the proposed transaction will not lead to a substantial lessening of competition in any markets for goods or services in the State.

The Authority will publish a public version of the reasons for its determination on its website (www.tca.ie) by no later than 16 June 2013, after allowing the parties the opportunity to request that confidential information be removed from the published version.

Notes

TCCC is the no. 1 provider of sparkling beverages, juices and juice drinks, and ready-to-drink teas and coffees globally. TCCC brands sold in Ireland include: Coca-Cola, Diet Coke, Fanta, Sprite, Fruice, Oasis, Powerade, BPM Energy, Burn, Deep River Rock and Vittel.

Fresh Trading produces the brand of Innocent drinks (Innocent Smoothies, Innocent Fruit Juice, Innocent Kids Smoothies, and Innocent Kids Juicy Drinks). The Innocent brand is the no. 1 brand of Smoothies in the State.

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