



MERGER ANNOUNCEMENT 8 MAY 2013

Competition Authority Clears Acquisition of Fredericks Dairies Ltd by R&R Ice Cream

The Competition Authority has today cleared the proposed acquisition by R&R Ice Cream plc of Fredericks Dairies Ltd. The transaction was notified under the Competition Act 2002 on 15 April 2013.

The Authority has formed the view 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) no later than 7 July 2013 after allowing the parties the opportunity to request that confidential information is removed from the published version.

Notes

R&R Ice Cream is an ice cream manufacturer headquartered in the UK. It has manufacturing facilities in several countries (not including Ireland) where it makes a range of ice cream products under its own brands, licensed brands and retailer "own label" brands.

Fredericks Dairies Ltd is also an ice cream manufacturer headquartered in the UK. It produces and sells ice cream under licensed brands including Cadbury, as well as under its own brands and retailer "own label" brands.

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