

20 November 2017

**Anticipated acquisition by S.C. Johnson & Son Inc. of People  
Against Dirty Holdings Limited**

**Notice under section 96(2A) of the Enterprise Act 2002 (the Act)  
published pursuant to section 107(1)(i) of the Act**

The Competition and Markets Authority (CMA) hereby gives notice pursuant to section 96(2A) of the Act that the merger notice provided by S.C. Johnson & Son Inc. and People Against Dirty Holdings Limited in relation to the anticipated acquisition by S.C. Johnson & Son of People Against Dirty Holdings Limited (the **Merger**) meets the requirements of section 96(2) of the Act.

The initial period defined in section 34ZA(3) of the Act in relation to the Merger will therefore commence on the first working day after the date of this notice, ie on 21 November 2017. The deadline for the CMA to announce its decision whether to refer the Merger for a Phase 2 investigation is therefore 18 January 2018.