

21 November 2019

Anticipated acquisition by Hasbro Inc. of Entertainment One Ltd.

**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 Hasbro Inc. and Entertainment One Ltd. in relation to the anticipated acquisition by Hasbro Inc. of Entertainment One Ltd. 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 22 November 2019. The deadline for the CMA to announce its decision whether to refer the Merger for a Phase 2 investigation is therefore 21 January 2020.