

30 January 2020

**Anticipated acquisition by PepsiCo Inc of Pioneer Food Group 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 PepsiCo, Inc and in relation to the anticipated acquisition by PepsiCo, Inc of the entire share capital of Pioneer Food Group Limited 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 31 January 2020. The deadline for the CMA to announce its decision whether to refer the Merger for a Phase 2 investigation is therefore 26 March 2020.