

30 July 2021

ANTICIPATED ACQUISITION BY FACEBOOK, INC. OF KUSTOMER,

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 Facebook, Inc. and Kustomer, Inc. in relation to the anticipated acquisition by Facebook, Inc. of Kustomer, Inc. (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 2 August 2021. The deadline for the CMA to announce its decision whether to refer the Merger for a Phase 2 investigation is therefore 27 September 2021.