

REFERENCE RELATING TO THE COMPLETED ACQUISITION BY CÉRÉLIA GROUP HOLDING SAS (EITHER DIRECTLY OR INDIRECTLY) OF CERTAIN ASSETS RELATING TO THE UK AND IRELAND DOUGH BUSINESS (JUS-ROL) OF GENERAL MILLS, INC.

Notice of extension of inquiry period under section 39(3) of the Enterprise Act 2002¹

1. On 15 June 2022, in exercise of its duty under section 22(1) of the Enterprise Act 2002 (**the Act**), the Competition and Markets Authority made a reference to its chair for the for the constitution of a Group of CMA Panel Members (**the Inquiry Group**) regarding the completed acquisition by Cérélia Group Holding SAS (**Cérélia**) (either directly or indirectly) of certain assets relating to the UK and Ireland dough business of General Mills, Inc. operated under the 'Jus-Rol' brand (the **Jus-Rol Business**). Cérélia and the Jus-Rol Business are together referred to as the **Parties**. The period within which the report on this reference was to be prepared and published (**the reference period**) was due to expire on 29 November 2022.
2. The Inquiry Group has decided that the reference period should be extended by eight weeks under section 39(3) of the Act as it considers that there are special reasons (set out below) why the final report cannot be prepared and published within the reference period. The revised reference period will expire on 24 January 2023.
3. In taking this decision, the Inquiry Group had regard to the complexity of the inquiry, the need to consider the issues raised by the Parties and by third parties, including the broad scope of the submissions made by the Parties in response to the Annotated Issues Statement and Working Papers and the need to reach a fully reasoned final decision in the statutory timeframe. The Inquiry Group considers that completion of its investigation and the publication of its final report will not be possible within the original reference period.

¹ Published pursuant to section 107(2)(c) of the Enterprise Act 2002

[signed]

Margot Daly

Inquiry Group Chair

Wednesday 5 October 2022