

COMPLETED ACQUISITION BY CÉRÉLIA UK LTD OF CERTAIN ASSETS RELATING TO THE DOUGH BUSINESS OF GENERAL MILLS INC.

Variation of consent granted under 72(3C) of the Enterprise Act 2002 (the Act)

On 2 March 2022, the Competition and Markets Authority (**CMA**) made a derogation to the Initial Enforcement Order issued by the CMA on 3 February 2022 under section 72(2) of the Act (the **Initial Order**) in relation to the completed acquisition by Cérélia UK Ltd of certain assets relating to the dough business of General Mills Inc (the **2 March Derogation**).

After due consideration of your request contained in the email dated 6 October 2022, and the information received from you in emails dated 6 and 7 October 2022, and in the particular circumstances of this case, the CMA hereby varies the 2 March Derogation issued pursuant to section 72(3C) of the Act;

1. The 2 March Derogation is varied as follows:

a) In paragraph 1 (iii)

‘any requests for clarifications in relation to the [⌘] by Cérélia to the Seller must be provided in writing and any response by the Seller must also be in writing. Copies of these communications will be made available to the CMA at its request’

is replaced with

‘any requests for clarifications in relation to the [⌘] by Cérélia to the Seller must be provided in writing and any response by the Seller must also be in writing. Copies of these communications will be made available to the CMA at its request. If oral communications are required to clarify factual matters concerning the [⌘], any such communications will proceed under the following terms:

- a clear agenda will be circulated ahead of the call to the Monitoring Trustee;
- the call will be supervised by the Monitoring Trustee and Cérélia’s legal adviser; and
- a note of the call will be shared with the CMA after the call’.

[signed]

Project Director

19 October 2022