

Anticipated joint venture between Arçelik A.Ş. and Whirlpool Corporation

Decision to refer

ME/7044/23

The CMA's decision to refer under section 33 of the Enterprise Act 2002 given on 11 October 2023.

Introduction

1. On 16 January 2023, Arçelik A.Ş. (**Arçelik**) and Whirlpool Corporation (**Whirlpool**) entered into a Contribution Agreement under which Arçelik will set up a new standalone business, Beko Europe B.V. (**Beko Europe**), to which, in exchange for shares in Beko Europe, Whirlpool will contribute its Europe, Middle East and Africa major domestic appliances (**MDA**) business, and Arçelik will contribute its European MDA and small domestic appliances businesses (the **Transaction**). Arçelik and Whirlpool are together referred to as the **Parties**.
2. On 28 September 2023, the Competition and Markets Authority (**CMA**) decided under section 33(1) of the Enterprise Act 2002 (the **Act**) that it is or may be the case that arrangements are in progress or in contemplation which, if carried into effect, will result in the creation of a relevant merger situation, and that this may be expected to result in a substantial lessening of competition (**SLC**) within a market or markets in the United Kingdom (the **SLC Decision**).¹
3. On the date of the SLC Decision, the CMA gave notice pursuant to section 34ZA(1)(b) of the Act to the Parties of the SLC Decision. However, in order to allow the Parties the opportunity to offer undertakings to the CMA for the purposes of section 73(2) of the Act, the CMA did not refer the Transaction for a phase 2 investigation pursuant to section 33(3)(b) on the date of the SLC Decision.

¹ See the [Arçelik/Whirlpool](#) case page.

4. Pursuant to section 73A(1) of the Act, if a party wishes to offer undertakings for the purposes of section 73(2) of the Act, it must do so before the end of the five working day period specified in section 73A(1)(a) of the Act. The SLC Decision stated that the CMA would refer the Transaction for a phase 2 investigation pursuant to section 33(1), and in accordance with section 34ZA(2) of the Act, if no undertakings for the purposes of section 73(2) of the Act were offered to the CMA by the end of this period (ie by 5 October 2023); if the Parties indicated before this deadline that they did not wish to offer such undertakings; or if the undertakings offered were not accepted.
5. On 5 October 2023, the Parties informed the CMA that they would not offer such undertakings to the CMA.

Decision

6. Therefore, pursuant to section 33(1) and in accordance with section 34ZA(2) of the Act, the CMA has decided to refer the Transaction to its chair for the constitution of a group under Schedule 4 to the Enterprise and Regulatory Reform Act 2013 to conduct a phase 2 investigation.

Sorcha O'Carroll
Senior Director
Competition and Markets Authority
11 October 2023