



GAZDASÁGI VERSENYHIVATAL
HUNGARIAN COMPETITION AUTHORITY
years in serving fair competition for consumers

Case number:	Vj-6/2010
Type of case:	Concentration
Undertaking(s) concerned:	Procter & Gamble Company and Sara Lee Corporation
Short description:	With its decision made on 17 June 2010 the GVH granted an authorisation to Procter & Gamble Company (P&G) for acquiring the Air Freshener Business Branch of Sara Lee Corporation (Sara Lee). The transaction does not concern Sara Lee's structure, only some assets of the Air Freshener Business Branch of Sara Lee group that is conveyed to P&G in Hungary and all over the world under the brand name of Ambi Pur. Therefore, P&G submitted notifications to several national competition authorities and as a consequence of this, competition supervision proceedings were initiated not only in Hungary and in other countries (Austria, Germany, Norway, Ukraine and Turkey) but also by the European Commission.
Decision:	The Hungarian Competition Authority (Gazdasági Versenyhivatal - GVH) granted an authorisation to Procter & Gamble Company for acquiring the Air Freshener Business Branch of Sara Lee Corporation.
Date:	Budapest, 17 June 2010