

**Completed acquisition by Didix International B.V. of Taste
Marketing Limited**

**Notice under paragraph (b) of the definition of ‘initial period’ in
section 34ZA(3) of the Enterprise Act 2002 published
pursuant to section 107(1)(ab) of the Act**

The Competition and Markets Authority (CMA) hereby gives notice pursuant to paragraph (b) of the definition of ‘initial period’ in section 34ZA(3) of the Enterprise Act 2002 (the Act) that it has sufficient information in relation to the completed acquisition by Didix International B.V. of Taste Marketing Limited (the Merger) to enable it to begin an investigation for the purposes of deciding whether to make a reference for a phase 2 investigation.

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 10 December 2014. The end of the initial period is therefore 6 February 2015. However, as the four-month period under section 24 of the Act currently ends before this date, the deadline for the CMA to announce its decision whether to refer the Merger for a phase 2 investigation is currently the final day of this four-month period (as extended), ie 29 January 2015.