

Caplan, Annelise

Subject: Salesforce / Slack - Market Inquiries Email - 11 March 2021

Dear interested party

The Australian Competition and Consumer Commission (**ACCC**) is an independent statutory authority responsible for investigating whether mergers are likely to substantially lessen competition.

We are seeking your views on the proposed acquisition of Slack Technologies, Inc. (**Slack**) by salesforce.com, inc (**Salesforce**) (the **proposed acquisition**). Salesforce is a global supplier of CRM software solutions. Slack is an enterprise collaboration platform which allows users to engage in direct and group channel messaging.

Amongst other things, we are seeking to understand:

- the availability of alternatives to Salesforce's CRM solution, and how the alternative CRM supplier differs based on factors such as price, quality and features,
- the availability of alternatives to Slack's enterprise collaboration, and how the alternative platform differs based on factors such as price, quality and features,
- the ability of Salesforce's CRM customers and Slack's customers to switch to alternatives (as applicable),
- if you are a Salesforce user, the importance of being able to integrate your application with various enterprise software collaboration platforms,
- if you are a Slack user, the importance of being able to integrate your application with various CRM solutions, and
- any other competition concerns relevant to the ACCC's consideration of the proposed acquisition.

We would be happy to receive your response by email, or have a discussion with you over the phone.

Please also provide a brief description of your business, and the reasons for your interest in the proposed acquisition, including any commercial relationship/s with either of Salesforce or Slack. This will help us to better understand your views.

This matter is public and you can forward this email to anybody who may be interested.

If you would like to make a comment, please do so by **1 April 2021** by return email. Alternatively, email or call me on (03) 9910 9451, or call Stella Leung on (03) 9658 6444, if you prefer to set up a phone call to discuss.

The ACCC will treat any comments confidentially, and will not publish submissions regarding the proposed acquisition. We will not disclose submissions to third parties (except our advisors/consultants) unless compelled by law (for example, under freedom of information legislation or during court proceedings) or in accordance with s155AAA of the Competition and Consumer Act 2010. Where the ACCC is required to disclose confidential information, the ACCC will notify you in advance where possible so that you may have an opportunity to be heard. Therefore, if the information provided to the ACCC is of a confidential nature, please indicate as such. Our [Informal Merger Review Process Guidelines](#) contain more information on confidentiality.

If you have any questions, please let me know.

Kind regards

Annelise