



MERGER NOTICE NO 16 OF 2018

THE ACQUISITION OF 50.1% SHAREHOLDING IN BEVERAGE MANUFACTURERS (BOTSWANA) (PTY) LTD BY STRATEGIC ALLIANCE J.V. FROM AB InBEV BOTSWANA B.V. AND AB InBEV AFRICA B.V.

Pursuant to section 56(1) of the Competition Act (Cap 46:09), the Competition Authority has received a merger notification for the acquisition of 50.1% of the share capital of Beverage Manufacturers (Botswana) (Pty) Ltd ("Botswana Softco") by Strategic Alliance J.V. ("Strategic Alliance") from AB InBev Botswana B.V. ("AB InBev Botswana") and AB InBev Africa B.V. ("AB InBev Africa").

The proposed transaction entails The Coca-Cola Company ("TCCC"), through Strategic Alliance, establishing control over TCCC branded non-alcoholic ready-to-drink ("NARTD") bottling business of Kgalagadi Breweries (Pty) Ltd ("KBL") through the acquisition of 50.1% of the share capital of Botswana Softco from AB InBev Botswana and AB InBev Africa.

The acquiring enterprise, Strategic Alliance, is a company incorporated in accordance with the Laws of Mauritius. Strategic Alliance is indirectly controlled by TCCC. TCCC is a publicly listed company registered under the Laws of Delaware, United States of America. TCCC is a brand owner and supplier of concentrates for non-alcoholic beverages which it sells to its authorised bottling and canning companies. The Directors of Strategic Alliance are Randhirsingh Juddoo (Mauritian), Mark Tindall (South African), Jacques Vermeulen (South African) and Shammee Khan Abdoolakhan (Mauritian).

The target enterprise, Botswana Softco, is a dormant company with no material assets or liabilities and is a wholly-owned subsidiary of KBL. Botswana Softco will house the business engaged in preparation, packaging, distribution, promotion and sale of NARTD beverages operated by KBL. The Directors of Botswana Softco are Renaud Beauchamp (Canadian), Boitumelo Paya (Motswana) and Keitumetse Lenkopane (Motswana).

According to section 57(3), of the Competition Act, “any person, including a third party not a party to the proposed merger, may voluntarily submit to the inspector or the Authority any document, affidavit, statement or other relevant information in respect of a proposed merger”.

The Competition Authority therefore seeks any stakeholder views for or against the proposed merger, which may be sent within 10 days from date of this publication to the following address:

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