



## MERGER DECISION NO 35: 2019

### Notice in Terms of Section 60(4)(a)(ii) of the Competition Act

**THE PROPOSED ACQUISITION OF CONTROL OF BRANDS CONSUMER GROUP PROTECTED CELL COMPANY BY LONRHO AFRICA (HOLDINGS) LIMITED FOLLOWING WHICH LONRHO AFRICA (HOLDINGS) LIMITED, THROUGH BRANDS CONSUMER GROUP PROTECTED CELL COMPANY, WILL ACQUIRE SOLE OWNERSHIP IN SAFARI DISTRIBUTORS PROPRIETARY LIMITED, AS WELL AS INDIRECT CONTROL OVER CERTAIN ASSETS OF CHABENZA PROPRIETARY LIMITED.**

Pursuant to section 60(4)(a)(ii) of the Competition Act (Cap 46:09), notice is hereby given on the decision made by the Competition Authority ("the Authority") in respect of the proposed acquisition of control of Brands Consumer Group Protected Cell Company by Lonrho Africa (Holdings) Limited and following which Lonrho Africa (Holdings) Limited, through Brands Consumer Group Protected Cell Company will acquire sole ownership in Safari Distributors Proprietary Limited as well as indirect control over certain assets of Chabenza Proprietary Limited.

The Authority determined through the analysis of the facts of the merger, that the implementation of the proposed merger is not expected to give rise to substantial lessening of competition nor endanger the continuity of services in the market for the distribution of FMCG products in Botswana, and as such does not raise any competition concerns. Furthermore, the parties submit that there will be no retrenchments arising as a result of the transaction under consideration.

Pursuant to the provision of section 60 of the Competition Act, the Authority has unconditionally approved the proposed acquisition of control of Brands Consumer Group Protected Cell Company by Lonrho Africa (Holdings) Limited and following which Lonrho Africa (Holdings) Limited, through Brands Consumer Group Protected Cell Company will acquire sole ownership in Safari Distributors Proprietary Limited as well as indirect control over certain assets of Chabenza Proprietary Limited. Furthermore, there are no public interest concerns that have been identified.

However, as stated under section 66 of the Act, this approval does not override or negate any other mandatory statutory approvals or processes that any of the parties to this merger must comply with under the Laws of Botswana.

Dated at Gaborone this 27<sup>th</sup> day of August 2019.

Tebelelo Pule, Chief Executive Officer, Competition Authority, P/Bag 00101,  
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