



## **MERGER NOTICE NO 28: 2024**

### **THE PROPOSED ACQUISITION OF THE ENTIRE ISSUED SHARE CAPITAL AND CONTROL OVER K2022411275 (SOUTH AFRICA) (PTY) LTD BY MAINSTREET 2019 LIMITED**

Pursuant to section 49(1) of the Competition Act 2018, the Competition and Consumer Authority ("the Authority") has received a merger notification for the proposed acquisition of the entire issued share capital and control over K2022411275 (South Africa) Ltd ("Bev HoldCo 2" or "Target Enterprise") by Mainstreet 2019 Ltd ("BidCo" or "Acquiring Enterprise").

The Acquiring Enterprise, BidCo, is a newly incorporated private company, incorporated in accordance with the Laws of South Africa. BidCo is controlled by MIC Investment (Pty) Ltd, Admaius Capital Partners, Chill Beverages Group Management Trust and Beverages ManagementCo (Pty) Ltd. These are South African registered companies. BidCo does not control any other firm, and does not have any operations in Botswana.

The Target Enterprise, Bev HoldCo 2, is a private company controlled by OMPE GP (Pty) Ltd ["OMPE"]. OMPE is wholly owned by Winter Breeze Investment Holding Company (Pty) Ltd ["Winter Breeze"]. Winter Breeze is 100% subsidiary of Old Mutual Alternative Investments Holdings (Pty) Ltd, which is an ultimate subsidiary of Old Mutual Group Holdings (SA) Ltd [listed on Johannesburg Stock Exchange Limited]. All these aforementioned companies are registered in South Africa, and collectively referred to as the "Target Group". The Target group is a beverage business including innovative own brand production, contract packing and private label manufacturing operating from South Africa. Bev HoldCo 2 does not have any operations in Botswana. However, it supplies some of its products to one customer in Botswana.

According to section 50 (3) of the Competition Act 2018, "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 and Consumer 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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