



MERGER NOTICE NO 35: 2024

THE PROPOSED ACQUISITION OF 100% SHAREHOLDING IN ELECTROLUX SOUTH AFRICA (PTY) LTD BY HAIER EUROPE APPLIANCES HOLDING B.V.

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 100% shareholding in Electrolux South Africa (Pty) Ltd ("Electrolux SA" or the "Target Enterprise") by Haier Europe Appliances Holding B.V ("Haier Europe" or the "Acquiring Enterprise"). Following the implementation of the proposed transaction, Electrolux SA will be wholly owned and controlled by Haier Europe.

The Acquiring Enterprise, Haier Europe is a company incorporated in accordance with the Laws of the Netherlands. Haier Europe is ultimately controlled by Haier Group Corporation ("Haier Group"). Haier Group is not controlled by any enterprise. Haier Group and its subsidiaries are referred to as the Acquiring Group. Haier Europe does not control any enterprise in Botswana. Outside of Botswana, the Acquiring Group is active in the manufacture and supply of consumer electronics and domestic appliances which include refrigerators, kitchen appliances, laundry appliances, air-conditioners for domestic use, water-heating products and water purifying products. The Acquiring Group also operates a biological and medical business that supplies bio-medical products such as medicine cabinets, liquid nitrogen canisters, vaccine refrigerators and intelligent monitoring devices to customers in Botswana.

The Directors of Haier Europe are LI Pan, Gong Wei and Liang Haishan (all Chinese).

The Target Enterprise, Electrolux SA, is a private limited company incorporated in South Africa. Electrolux SA is directly controlled by Aktiebolaget Electrolux (publ) ("AB Electrolux"), a public company incorporated under the Laws of Sweden. The shares of AB Electrolux are listed on the Nasdaq Stockholm Stock Exchange and are therefore widely held. AB Electrolux is not controlled by any firm or firms. The Target Enterprise has shareholding in Frumer & Bennet's Sheet Metal Works (Pty) Ltd (100%) and Ilitha Solar (Pty) Ltd (49%), both incorporated in South Africa. Electrolux SA does not control any enterprises in Botswana. Electrolux SA and the enterprises controlled by it are referred to as the Target Group.

The Target Group is engaged in the manufacturing and distribution of Kwikot branded products in South Africa and sold to retailers in Botswana, and these products include hot water systems, solar water heating systems, valves, drip trays, insulation, heat pumps and a wide range of stainless-steel kitchenware and sanitaryware.

The Directors of Electrolux SA are Vipul Gupta (Indian), Adam Cich (Polish), Maria Therese Friberg (Swedish), Guilhem Luc Marie Gal (French) and Murray Graham Crow (South African).

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 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:

Director, Mergers and Monopolies
Competition and Consumer Authority
Private Bag 00101
Plot 28, Matsitama Road, Main Mall
Gaborone
Tel: +267 3934278 Fax: +267 3121013
Email: info@cca.co.bw