

MERGER NOTICE NO 44: 2025**THE PROPOSED ACQUISITION OF 100% OF THE ISSUED ORDINARY SHARES IN RFG HOLDINGS LIMITED BY PREMIER GROUP LIMITED**

Pursuant to section 49(1) of the Competition Act 2018 (the “Act”), the Competition and Consumer Authority (“the Authority”) has received a merger notification for the proposed acquisition of 100% of the issued ordinary shares in RFG Holdings Limited (“RFG Holdings” or “Target Enterprise”) by Premier Group Limited (“Premier Group” or “Acquiring Enterprise”).

The Acquiring Enterprise, Premier Group, is a Johannesburg Stock Exchange (“JSE”) listed company incorporated in accordance with the Laws of the Republic of South Africa. Premier Group is not controlled by a single entity nor single persons. It does not have any subsidiaries which are registered in or have presence in Botswana. The Acquiring Enterprise is active in the Fast- Moving- Consumer-Goods (“FMCG”) market, with focus on staple foods and associated categories. Premier’s product offerings include bread, wheat flour, maize meal and related staples (supported by a network of bakeries and mills primarily based in South Africa) as well as sugar-based confectionary, home and personal care products. Premier Group’s operations are primarily based in South Africa. Premier’s presence in Botswana relates to import of the following products: Mageu Beverages; Confectionary; Pasta; Personal Care and Flour. These products are distributed nationally by third-party distributors.

The Target Enterprise, RFG Holdings, is a JSE-listed company incorporated in accordance with the Laws of the Republic of South Africa. RFG Holdings is not controlled by a single entity nor single persons. It does not have any subsidiaries which are registered in or have presence in Botswana. The Target Enterprise is active in the FMCG market, concentrating in long-life and convenience food categories, including canned fruit and vegetables, jams, fruit juices and nectars, baby foods, canned meats, and dry packaged foods, as well as fresh and frozen ready meals, pies and pastry products. These products are sold under brands such as Rhodes, Bull Brand, Today, Magpie and Hinds. RFG Holdings’ products are imported into Botswana by third-party distributors and sold across Botswana.

According to section 50 (3) of the Act, “any person, including a third party not a party to the proposed merger, may voluntarily submit to the investigator 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 the 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: mergers@cca.co.bw

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