



## **MERGER NOTICE NO 17: 2016**

### **THE PROPOSED ACQUISITION OF THE ENTIRE ISSUED SHARE CAPITAL IN PREFSURE (BOTSWANA) LTD BY LIBERTY HOLDINGS BOTSWANA (PTY) LTD**

Pursuant to section 56(1) of the Competition Act [CAP 46:09], the Competition Authority has received a merger notification for the proposed acquisition of the entire issued share capital in Prefsure (Botswana) Ltd by Liberty Holdings Botswana (Pty) Ltd.

The acquiring entity, Liberty Holdings Botswana, is a company incorporated under the Laws of the Republic of Botswana. It is controlled 74% by Liberty Holdings Ltd (a public company listed on the Johannesburg Stock Exchange); and the remaining 13% each held by Camel Central (Pty) Ltd and VPB Holding (Pty) Ltd (companies incorporated under the Laws of the Republic of Botswana).

Liberty Holdings Botswana is a holding company to: (i) Liberty Life Botswana (Pty) Ltd "Liberty Life Botswana" - a life insurance company which focuses on providing group based and individual risk insurance products including funeral cover, hospital cash back, critical illness cover and simple and platinum life cover; and (ii) Stanlib Investment Management Services (Pty) Ltd - asset management company engaged in short-term cash management and medium to long-term investment needs, including retirement funds asset management, as well as retail investors with surplus cash to invest at regular intervals or in once off lump sum investments. Collectively, Liberty Holdings Botswana; Liberty Life Botswana and Stanlib make up the Liberty Group of Companies.

The Directors of Liberty Holdings Botswana are: Sandile E.M. Hlophe (South African); Stuart C. Wenman (South African); Thanaseelan Gobalsamy (South African); Anthony M. Siwawa (Motswana) and Parks B.B. Tafa (Motswana).

The target entity, Prefsure (Botswana) Ltd, is a company incorporated under the Laws of the Republic of Botswana. Prefsure Botswana is wholly-owned by Ellerine Retail Ltd, a subsidiary of Ellerine Holdings Ltd, which is in turn a subsidiary of African Bank Investments Ltd, both of which are South African based companies. Prefsure Botswana is a registered general short-term insurance provider in Botswana.

In particular, it offered short-term insurance products to insure customers against the loss or damage of furniture and appliances acquired from the “Ellerines” or “Bears” branded stores in Botswana.

In addition to this, Prefsure Botswana sold credit insurance (accidental death and disability cover, retrenchment and redundancy cover, loss of remuneration cover and personal accident cover). Whilst Prefsure Botswana continues to account for insurance premiums received up to 8<sup>th</sup> March 2016, it is no longer selling new insurance products (as of 8<sup>th</sup> March 2016) due to the recent acquisition of the businesses of Ellerine Furnishers (Botswana) (Pty) Ltd and Ellerine Retail (Botswana) by Lewis Stores Botswana (Pty) Ltd.

The Directors of Prefsure Botswana are: Zaf A. Mahomed (South African); Robert Furnidge (South African); Nischal Ramcharan (South African); Goitseone O. Molaodi (Motswana); and Henry C.L. Hermans (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:

Director, Mergers and Monopolies  
Competition Authority  
Private Bag 00101  
Plot 28, Matsitama Road, Main Mall  
Gaborone  
Tel: +267 3934278 Fax: +267 3121013  
Email: [CA@competitionauthority.co.bw](mailto:CA@competitionauthority.co.bw)