



MERGER NOTICE NO 4: 2017

THE PROPOSED ACQUISITION OF 50% OF ALL THE ISSUED SHARES IN BIDVEST BAKERY SOLUTIONS (PTY) LTD BY PURATOS GROUP NV

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 50% of the issued shares in Bidvest Bakery Solutions (Pty) Ltd by Puratos Group NV.

The acquiring enterprise, Puratos, is a public company incorporated in accordance with the Laws of the Kingdom of Belgium. Puratos operates in bakery products as it designs, develops, and manufactures ingredients and solutions for bakery, patisserie and chocolate companies. Puratos has no presence in Botswana.

The target enterprise, Bidvest Bakery, is a company incorporated in accordance with the Laws of the Republic of South Africa. Bidvest Bakery is wholly owned subsidiary of Bidvest Food Africa (Pty) Ltd which is in turn wholly owned by BID Corporation Ltd. Bidvest Bakery sells bakery ingredients and raw materials such as bread and roll premixes, confectionery premixes on a wholesale basis to various industrial bakers, the craft market and the instore bakery section of supermarket retailers. In Botswana, Bidvest Bakery distributes its products through Gaborone Leather Products trading as Ten CC Marketing and its largest customers are Choppies Enterprises Ltd, Spar Botswana, Sefalana Group, Pick' n' Pay Botswana and Rebel Fruit & Veg Botswana.

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:

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