



MERGER DECISION NO 4: 2017

DECISION ON THE PROPOSED ACQUISITION OF THE BRAND ACTIVATION BUSINESS OF EXPO BOTSWANA (PTY) LTD INCLUDING THE BUSINESS ASSETS BUT EXCLUDING ALL LIABILITIES BY CA SALES HOLDINGS (PTY) LTD

PURSUANT to section 60(4)(a)(ii) of the Competition Act (Cap 46:09), notice is hereby given on the decision made by the Competition Authority in respect of the proposed acquisition of the brand activation business of Expo Botswana and its business assets by CA Sales Holdings (Pty) Ltd ("CA Sales Holdings").

The Competition Authority determined through the analysis of the facts of the merger, that the acquisition of the brand activation business of Expo Botswana by CA Sales Holdings is not expected to result in a reduction in the number of players in any of the markets that the merging parties are active in due to absence of overlap in the activities of the parties, hence the market structure will not be altered. Therefore, the merger will not give rise to substantial lessening of competition or to restrict trade or the provision of service or to endanger the continuity of supplies or service in the relevant market of Botswana.

Pursuant to the provision of section 60 of the Competition Act, the Authority has unconditionally approved the proposed acquisition of the brand activation business of Expo Botswana and its business assets by CA Sales Holdings.

However, as stated under section 66 of the Act, this approval does not override or negate any other mandatory statutory approvals or processes that any of the parties to this merger must comply with under the Laws of Botswana.

Dated at Gaborone, this 13th day of January 2017.

Gideon Nkala, Acting Chief Executive Officer, Competition Authority, P/Bag 00101, Gaborone, Plot 28, Matsitama Road, Tel: 3934278 Fax: 3121013