



MERGER NOTICE NO 08: 2022

THE PROPOSED ACQUISITION OF 1% OF THE ISSUED SHARE CAPITAL IN BOKOMO (BOTSWANA) (PTY) LTD BY PIONEER FOODS (PTY) LTD

Pursuant to section 49 (1) of the Competition Act of 2018, the Competition and Consumer Authority ("the Authority") has received a merger notification for the proposed acquisition of 1% of the issued share capital in Bokomo (Botswana) (Pty) Ltd (Bokomo Botswana) by Pioneer Foods (Pty) Ltd (Pioneer Foods).

Pioneer Foods, the Acquiring Enterprise, is registered in accordance with the laws of the Republic of South Africa. It is wholly owned by Pioneer Foods Holdings (Pty) Ltd ("PFH"). The Acquiring Enterprise is a producer and distributor of a range of branded food and beverage items. The list of products that Pioneer Foods exports into Botswana include: Spekko rice, Pasta Grande, Liquifruit, Bokomo Cornflakes, Bokomo Rusks, Moirs, and Wellingtons. The products are distributed through Bokomo Botswana in Botswana. Pioneer Foods is a joint venture partner in Bokomo Botswana.

The Directors of Pioneer Foods are: Jay-Ann Jacobs, Felix Lombard and Tertius Alwyn Carstens (All South Africans).

Bokomo Botswana, the Target Enterprise, is incorporated in accordance with the Laws of the Republic of Botswana. Bokomo Botswana provides milling, warehousing, sale and distribution and packaging services in Botswana. A list of products produced and distributed by Bokomo Botswana include: White Star, Bokomo Flour, Pure Sugar, and Champion Sorghum. The Target Enterprise is jointly controlled by P F Brink (Pty) Ltd and Pioneer Foods. In turn, Bokomo Botswana does not control any other enterprise.

The Directors of Bokomo Botswana are: Adriaan Johannes Heyl and Jacob Pieter Van Wyk (South Africans), Andreas Epifaniou (Cyprus) and Derek Brink (Botswana).

According to section 50 (3), of the Competition Act of 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 Competition and Consumer 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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