



MERGER NOTICE NO 26: 2023

THE PROPOSED ACQUISITION OF THE LICENCE TO SELL AND DISTRIBUTE THE STRONGBOW BRAND AND SOME RELATED ASSETS FROM HEINEKEN BROUWERIJEN B.V BY CIDER HOUSE INVESTMENTS (PTY) LTD

Pursuant to section 49(1) of the Competition Act 2018, the Competition and Consumer Authority ("the Authority") has received a merger notification for the proposed acquisition of the licence to sell and distribute the Strongbow brand and some related assets from Heineken Brouwerijen B.V ("Heineken B.V" or the "Target Enterprise") by Cider House Investments ("CHI" or the Acquiring Enterprise).

The Acquiring Enterprise, CHI is a private company incorporated under the Laws of South Africa. CHI is a newly established company, incorporated for the purposes of the Proposed Transaction and does not currently control any enterprises in Botswana. In turn, CHI is controlled by Signal Hill Products Holdings Proprietary Limited and Livor Investments Proprietary Limited; both companies are incorporated under the laws of South Africa.

The Directors of CHI are Elizanne Rauch, Mark John Bowman and Ayanda Litha Yaya (All South Africans).

The Target Enterprise, Heineken B.V is a private company incorporated under the laws of Netherlands. Heineken B.V is controlled by Heineken N.V ("Heineken"), a public company incorporated under the laws of the Netherlands. The Target Enterprise does not control any enterprises in Botswana. Heineken's beverages are imported into Botswana from South Africa through Heineken's South African-based subsidiary, Heineken South Africa Export Company ("HSAEC"). Heineken's wholly owned local subsidiary, Heineken Botswana, is responsible for the day-to-day execution and management of various commercial functions in Botswana.

The Directors of Heineken Botswana are Nicolaas Josephes Vos (Motswana), Neil Roy Stainton (South African) and Maarten Hoedemaker (Dutch).

According to section 50 (3) of the Competition Act 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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