



MERGER NOTICE NO 28: 2019

THE PROPOSED ACQUISITION OF ALL ACTIVITIES AND OPERATIONS RELATING TO THE MANUFACTURE AND SUPPLY OF CONSUMER APPLIANCE PRODUCTS UNDER THE “KIC” BRAND BY KIC SA (PTY) LTD FROM WHIRLPOOL SOUTH AFRICA (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 all activities and operations relating to the manufacture and supply of consumer appliance products under the “KIC” brand in South Africa and certain other countries in Africa (Botswana included) by KIC SA (Pty) Ltd (“KIC SA”) from Whirlpool South Africa (Pty) Ltd (“Whirlpool”).

The acquiring enterprise, KIC SA, is a company incorporated in accordance with the Laws of the Republic of South Africa. KIC SA is a newly formed entity with no existing activities or operations in any market and is wholly owned by Robert Mark Hall (South African national). However, prior to implementation of this proposed transaction, the following will be shareholders of KIC SA: Robert Mark Hall; Szephalom Family Trust Korlatolt Felelossegu Tarsasag (The Hungarian Family Trust is controlled by Peter Wright); Sandesh Ramnath; and Stefan Andreas Egli. Stefan Egli, who will be the ultimate controlling shareholder in KIC SA, wholly owns Abeg Immo GmbH, a company incorporated under the Laws of Switzerland. Abeg Immo GmbH is involved in the business of developing, owning and leasing residential property.

The target enterprise, Whirlpool, is a private company incorporated in accordance with the Laws of the Republic of South Africa. The target business is currently controlled by Whirlpool and does not control any other firm. Whirlpool is a manufacturer and distributor of consumer appliance products under the KIC brand in South Africa and certain other countries in Africa. The part of the business being disposed of relates in particular to the manufacturing in, and distribution of the consumer appliance products under KIC brand in South Africa, and certain other countries in Africa including Botswana.

The KIC brand product range includes: cooling e.g. bottom mount fridges, chest freezers and top mount fridges; cooking e.g. built-in hobs, ovens and built-in hoods; and washing appliances e.g. twin tub washing machines.

The Directors of Whirlpool are Michele Caputo (Italian), Trevor Barrington Graham (South African) and Stefan Lieven De Jonghe (Belgian).

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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