



MERGER NOTICE NO 33 OF 2015: THE PROPOSED ACQUISITION OF ASSETS OF NICE SYSTEMS (PTY) LTD BY QOGNIFY LIMITED AND QOGNIFY 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 assets of Nice Systems (Pty) Ltd by Qognify Limited and Qognify Ltd.

Qognify Limited, formerly known as Helium Miracle 169 Limited, is a limited liability company incorporated under the Laws of England and Wales. The company is owned 49.5% by Battery Ventures X (AIVI).L.P and another 49.5% is held by Battery Ventures X Side Fund (AIVI).L.P. Both Battery Ventures X and Battery Ventures X Side Fund are 100% owned by Battery Ventures (Pty) Ltd. Qognify Ltd, formerly known as Vintage Acquisition Ltd, is also a limited liability company incorporated under the Laws of Israel. Both acquiring enterprises are newly formed subsidiaries of Battery Ventures, and currently do not directly or indirectly control any business. They have no assets and turnover in Botswana and in that regard; they do not sell any product or provide any service in, into or from Botswana.

Nice Systems (Pty) Ltd (Nice), the target firm, is a public company listed on the Israeli Stock Exchange and NASDAQ. No single enterprise directly or indirectly controls Nice, but its major shareholders include Psagot Investment House Ltd, Massachusetts Financial Services Company and Migdal Insurance & Financial Holdings Ltd. Nice is a global leading software company with a strong focus on preventing financial crimes and fraud, ensuring security as well as public safety. Nice does not hold any assets in Botswana but its presence in Botswana is only with respect to making sales, specifically the provision of a physical security business unit (PBSU). Nice's PBSU portfolio includes NiceVision and FAST, its video-management, video analytics and situation management solution.

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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