



MERGER NOTICE NO 42: 2017

THE PROPOSED ACQUISITION OF ADDITIONAL 50.1% SHARES IN HEINZ FOODS SOUTH AFRICA (PTY) LTD BY PIONEER FOODS (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 additional 50.1% shares in Heinz Foods South Africa (Pty) Ltd ("HFSA") by Pioneer Foods (Pty) Ltd ("Pioneer Foods").

The acquiring enterprise, Pioneer Foods, is incorporated in accordance with the Laws of the Republic South Africa. It is wholly owned by Pioneer Foods Holdings Limited ("PFH"). In turn, PFH is directly controlled by the Pioneer Foods Group Limited ("PFG") which is publicly listed on the Johannesburg Stock Exchange. Pioneer Foods and HFSA both sell their products in Botswana through Bokomo Botswana (Pty) Ltd ("Bokomo Botswana"). In turn Bokomo Botswana is jointly controlled by Pioneer Foods and PF Brink (Pty) Ltd. In South Africa, Pioneer Foods manufactures a diverse range of food products through three business divisions being: Essential Foods; Groceries; and International. The Directors of Pioneer Foods are: Jay-Ann Jacobs; and Tertius Alwyn Carstens; Felix Lombard (All South African).

HFSA, the target enterprise, is incorporated in accordance with the Laws of South Africa. It is a joint venture between Heinz South Africa (Pty) Ltd ("Heinz SA") and Pioneer Foods. Heinz SA is a wholly owned subsidiary of the Kraft Heinz Company. HFSA has no presence in Botswana but supplies the Botswana market through exports. It supplies various product ranges under the following brands: Today's Frozen Foods; Big jack; Mama's; Man's Meals; Wellington's; John West; Heinz; HP; Kraft; and Lea & Perrins. The Directors of HFSA are: Tertius Alwyn Carstens; Patrick Richard de Wet; Thys Morne Fourie; Felix Lombard (All South African); Felipe Da Silva Guimaraes (Dubai); Marcos Alexandre Romaneiro (United States of America).

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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