



MERGER NOTICE NO 48: 2022

THE PROPOSED ACQUISITION OF 81.4% OF THE ISSUED SHARE CAPITAL OF AMROD INVESTMENT (PTY) LTD BY ALCHEMY PROMOTIONS HOLDINGS 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 81.4% of the issued share capital of Amrod investment (Pty) Ltd (“Amrod” or “Target Enterprise”) by Alchemy Promotions Holdings Ltd (“Alchemy” or “Acquiring Enterprise”).

The Acquiring Enterprise, Alchemy, is a company incorporated in accordance with the company Laws of Mauritius. Alchemy is wholly owned by OP Holdings Limited, which is in turn wholly owned by Oppenheimer Partners Limited (“OP”). OP is investment holding company incorporated in accordance with the Laws of the Isle of Man. OP is an investment holding company with a focus on the fast-moving consumer goods (FMCG), industrial and service sectors. Alchemy was established for purposes of the Proposed Transaction and as such, it does not currently have any business activities. OP does not directly or indirectly control any enterprises that are incorporated in or have operations in Botswana.

OP directly or indirectly controls the following Enterprises; Oppenheimer Partners Africa Advisors Proprietary Limited, a company incorporated in accordance with the Laws of the Republic of South Africa; OP Services Holdings and OP Industrial Holdings, both companies incorporated in accordance with the Laws of Mauritius; Icon Oncologists Holdings Proprietary Limited and GZ Industries (South Africa) Proprietary Limited, both companies are incorporated in accordance with the Laws of the Republic of South Africa; and lastly GZ Industries (Nigeria) Limited, a company incorporation in accordance with the Laws of Nigeria.

The Directors of OP are Amy Slee and Barry McCarney (both British).

The Target Enterprise, Amrod, is a private company incorporated in accordance with the Laws of the Republic of South Africa. Amrod is controlled by CSSAF Amrod Holdings Limited (“CSSAF”), a company duly registered in accordance with the laws of Mauritius. CSSAF is ultimately controlled by The Carlyle Group, a public company listed on the New York Stock Exchange and ultimately it is not controlled by any one. Carlyle directly or indirectly controls the following entities; Amrod Holdings Proprietary Limited, Acorp Gifts Proprietary Limited and Amrod Corporate Solutions Proprietary Limited all these companies are incorporated in

accordance with the laws of the Republic of South Africa. The Carlyle Groups also controls Acorp Gifts Namibia Proprietary Limited, a company incorporated in accordance with the laws of Namibia, Acorp Gifts Limited, a company incorporated in accordance with the laws of Kenya and lastly Acorp Gifts Zambia Limited, a company incorporated in accordance with the laws of Zambia. The Target Enterprise's subsidiary in Botswana is Copperpod (Pty) Ltd ("Amrod Botswana"), a company incorporated in accordance with the Laws of Botswana. Amrod through Amrod Botswana is a supplier of various branded promotional products in Botswana including gifting, apparel such as headwear, display and work wear ranges.

The Directors of Copperpod are: Gary Shane Nelson, Nimrod Barlev and Amit Israel Brill (all South Africans) and Vishin Kottiyattil Ashok (Motswana).

According to section 50 (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 and Consumer Authority therefore seeks any stakeholder views for or against the proposed merger, which may be sent within 10 days from the date of this publication to the following address:

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