

16 August 2022

**CCC Merger Inquiry Notice No. 31 of 2022**

**Notice of Inquiry into the Proposed Merger involving AG Synergy Holdings 1 RSC Ltd and Abu Auf Holding Netherlands B.V.**

It is hereby notified in terms of Article 26(6) of the COMESA Competition Regulations (the “**Regulations**”) that the COMESA Competition Commission (the “**Commission**”), after receiving a notification in terms of Article 24 of the Regulations regarding the proposed acquisition of 60% of the total issued share capital of Abu Auf Holding Netherlands B.V (“**Abu Auf**”) by AG Synergy Holdings 1 RSC Ltd (“**AG Synergy**”), intends to embark on an inquiry in terms of Article 26 of the Regulations.

The parties have submitted that AG Synergy is a private company of limited liability incorporated in the Abu Dhabi Global Market. AG Synergy is ultimately controlled by Abu Dhabi Developmental Holding Company PJSC (“**ADQ**”), an entity that is wholly owned and controlled by the government of Abu Dhabi. ADQ is one of the region's largest holding companies with direct and indirect investments in several key sectors across Abu Dhabi's economy, including food and agriculture, aviation, financial services, healthcare, industries, logistics, media, real estate, tourism and hospitality, transport and utilities. In the Common Market, the acquiring group is active in Burundi, the Democratic Republic of Congo, Djibouti, Egypt, Eswatini, Ethiopia, Kenya, Libya, Mauritius, Rwanda, Seychelles, Somalia, Sudan, Tunisia, Uganda, and Zambia.

The parties have submitted that Abu Auf is a private company with limited liability incorporated and validly existing under the laws of the Netherlands. Abu Auf is active in the manufacturing, distribution of specialty products and healthy snacks, including but not limited to, coffee, nuts, dates, dried fruits, kitchen essentials, spices, herbs, pulses, cereals and oils and the operation of retail stores and kiosks in Egypt and the United Arab Emirates.

The Commission will, in accordance with the provisions of the Regulations, determine, among other things, whether the Proposed Transaction is likely to substantially prevent or lessen competition within the Common Market and whether the Proposed Transaction is or would be contrary to the public interest as provided for under Article 26 of the Regulations.

In view of this, the Commission hereby gives notice to all interested stakeholders, including competitors, suppliers and customers of the parties to the proposed transaction to submit written representations to the Commission with regard to the

subject matter of the proposed inquiry by emailing them to: [sbooluck@comesa.int](mailto:sbooluck@comesa.int). All written representations should be sent to the Commission not later than **6 September 2022**.

If you wish to seek further details and/or clarifications on any aspect of this proposed transaction or need assistance you may get in touch with **Ms. Sandya Booluck, Senior Analyst, Mergers and Acquisitions** on Tel: +265 (0) 1 772 466 or [sbooluck@comesa.int](mailto:sbooluck@comesa.int).

All written representations submitted to the Commission will be treated with the strictest confidentiality and will only be used for the purpose of this inquiry.