



**competitiontribunal**  
*south africa*

## *fax form*

<b>to</b>	Mark Garden Edward Nathan Sonnenbergs	<b>fax</b>	011 269 7899
	Legal Services Competition Commission		44283
<b>ref</b>	71/LM/Aug11	<b>date</b>	07 October 2011
<b>from</b>	Tebogo Mputle	<b>pages</b>	4 (including this page)
<b>re</b>	Reasons		

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Attached please find the Tribunal's reasons for the decision in the above matter.

Regards

Tebogo Mputle

CC: Dineo Mashego - 44584



## COMPETITION TRIBUNAL OF SOUTH AFRICA

Case No:71/LM/AUG11

In the matter between:

**LODESTONE BRAND (PTY) LTD**

Acquiring Firm

And

**NATIONAL PRIDE TRADING 4 (PTY) LTD**

Target Firm

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Panel : Norman Manoim (Presiding Member)  
Andiswa Ndoni (Tribunal Member)  
Medi Mokuena (Tribunal Member)  
Heard on : 28 September 2011  
Order issued on : 28 September 2011  
Reasons issued on : 07 October 2011

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### Reasons for Decision

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#### Approval

[1] On 28 September 2011, the Competition Tribunal ("Tribunal") approved the large merger between Lodestone Brands (Pty) Ltd and National Pride Trading 4 (Pty) Ltd. We explain below our reasons for this conclusion.

#### The Parties to the transaction

[2] The primary acquiring firm is Lodestone Brands (Pty) Ltd ("Lodestone") a firm incorporated in accordance with the laws of the Republic of South Africa. Lodestone is controlled 60% by Standard Chartered Private Equity (Mauritius)

III Ltd, a wholly owned subsidiary of Standard Chartered Bank PLC. Lodestone controls two subsidiaries, namely Candy Tops (Pty) Ltd and Cyndara 224 (Pty) Ltd ("Cyndara").

[3] The primary target firm is National Pride Trading 4 (Pty) Ltd ("National Pride"), a company incorporated in accordance with the laws of the Republic of South Africa. National Pride is controlled 95% by Ebrahim Kara and does not control any subsidiaries.

[4] In terms of the transaction, Lodestone will acquire as a going concern, an indirect unfettered control over the business of National Pride, through one of its subsidiaries, Cyndara. The transaction consists of two phases, the first of which entails a subscription by Ebrahim Kara of 35% interest in Cyndara which then leaves the shareholding in Cyndara 60% by Lodestone, 35% by Ebrahim Kara and the remaining 5% by one, Luciano Giovio. The second phase entails an acquisition by Cyndara of the National Pride business.

[5] Therefore, as the acquisition by Ebrahim Kara of an interest in Cyndara does not confer any minority interest protection, pursuant to implementation of the transaction, Cyndara will acquire sole control over the business of National Pride.

### **The Rationale**

[6] The merging parties submitted that National Pride is an attractive investment opportunity as Lodestone wishes to establish and grow a diverse portfolio of businesses within the fast moving consumer goods sector in the country.

### **The parties' activities**

[7] Lodestone's activities are limited to its subsidiary, Candy Tops, a manufacturing firm involved in the marketing and distribution of a wide range of sugar confectionary products such as bubble-gum, boiled sweets, éclairs, toffees, chews and caramel.

[8] National Pride is involved in the manufacturing, marketing and distribution of baby diapers.

## **The relevant market and the impact on competition**

[9] As the parties are active in different markets, the Commission found that the transaction does not result in any product overlap. Therefore, the Commission concluded that the proposed transaction is unlikely to result in any substantial prevention or lessening of competition in the relevant markets

## **CONCLUSION**

[10] The parties submitted that the proposed transaction will not result in employment losses. The proposed transaction does not raise any other public interest issues.

[11] We agree with the Commission's conclusion above and find that the merger is unlikely to lead to any substantial prevention or lessening of competition in the relevant markets. Accordingly, we approve the above merger unconditionally.

  
\_\_\_\_\_  
**NORMAN MANOIM**

07 October 2011  
**DATE**

**Medi Mokuena and Andiswa Ndoni**

Tribunal Researcher:      Tebogo Hlafane

For the merging parties:      Edward Nathan Sonnenbergs Attorneys

For the Commission:      Dineo Mashego

\* \* \* Communication Result Report ( 7.Oct. 2011 14:56 ) \* \* \*

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Date/Time: 7.Oct. 2011 14:50

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