

THE COMPETITION ACT

(No. 12 of 2010)

EXCLUSION

PROPOSED ACQUISITION

IN EXERCISE of the powers conferred by section 42 (1) of the Competition Act, 2010, the Competition Authority of Kenya excludes the proposed acquisition of joint control of Axel Springer SE by Traviata II SARL from the provisions of Part IV of the Act due to the following reasons—

- (a) the merger will not affect competition negatively; and
- (b) the combined turnover of the parties KSh. 3,695,629,136.83 for the preceding year, 2018 while the target's turnover was KSh. 709,136.83 which is below KSh. 100 Million. Therefore, the transaction meets the threshold for exclusion as provided under the Merger Threshold Guidelines.

Dated the 4th November, 2019.

WANG'OMBE KARIUKI,
Director-General.