

THE COMPETITION ACT

(No. 12 of 2010)

EXCLUSION

THE PROPOSED ACQUISITION OF THE BRANDS OF
SUZIEBEAUTY LIMITED BY FLAMES TREE AFRICA LIMITED

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 the brands of Suziebeauty Limited by Flame Tree Africa Limited from Part IV of the Act due to the following reasons—

- (a) the merger will not affect competition negatively;
- (b) the acquirer's turnover for the preceding year ending 31st December, 2014, was KES 838,869,498 while the target's was KES 17,398,648; and
- (c) the combined turnover of KES 856, 268, 146 is below the merger threshold for mandatory notification as contained in the Merger Threshold Guidelines.

Dated the 5th April, 2015.

WANG'OMBE KARIUKI,
Director-General.