



CA SALES & DISTRIBUTION (PTY) LTD

REGISTRATION NUMBER: 87/811

"CA SALES"



PSG GROUP LIMITED

PSG GROUP LTD

REGISTRATION NUMBER: 1970/008484/06

"PSG"

ACQUISITION OF CA SALES BY PSG

1. INTRODUCTION

The Directors of CA Sales & Distribution (Pty) Ltd ("CA Sales") and PSG Group Ltd ("PSG") are pleased to announce the acquisition of 100% of the issued share capital in CA Sales and its subsidiaries by a subsidiary of PSG.

2. NATURE OF BUSINESS

CA Sales operates as a distributor of FMCG goods in Botswana and Namibia and offers sales and merchandising services through two wholly owned subsidiary companies in South Africa.

3. RATIONALE FOR TRANSACTION

FMCG consumption in Africa is an area that is anticipated to show significant growth over the medium to long term as consumer spending in Africa emerges. The CA Sales businesses are directly exposed to the FMCG sector and offer PSG an opportunity to embark on its strategy of investing in Africa in businesses that offer sustainable growth potential. Furthermore, PSG has a number of investment opportunities at hand that complement the CA Sales business. The vendors of CA Sales shall remain with the business post the transaction and shall assist PSG in growing its FMCG distribution businesses in Southern Africa.

4. TERMS OF THE TRANSACTION

The terms of the transaction remain confidential.

MARCH 2012

FOURWAYS

CORPORATE ADVISORS TO CA SALES

CORPORATE ADVISORS TO PSG

