

CA SALES HOLDINGS LIMITED

Incorporated in the Republic of South Africa

Registration number: 2011/143100/06

Registered as an external company in the Republic of Botswana

Botswana registration number: BW00001085331

JSE Limited (“**JSE**”) share code: CAA

Botswana Stock Exchange (“**BSE**”) share code: CAS-EQO

ISIN: ZAE400000036

(“**CA&S**” or the “**Company**”)



VOLUNTARY TRANSACTION ANNOUNCEMENT

The board of directors of CA&S is pleased to advise shareholders that the Company, through its wholly-owned subsidiary CA Sales Investments Proprietary Limited, entered into an agreement with Mass Market Distribution Holdings Proprietary Limited (“**Seller**”), in terms of which the Company acquired 49% (forty nine per cent) of the issued shares of Roots Sales Proprietary Limited (“**Roots**”), as part of its channel broadening strategy

Roots, which was founded in 2014, has built an integrated market offering that combines all commercial requirements, including sales, merchandising, auditing and delivery solutions, into a single interlocking and dynamic service enterprise specialising in the main market. Roots services over 8 000 outlets across South Africa and this acquisition will enhance the solutions offering for CA&S Group clients who include some of the world’s most loved consumer brands.

The Seller has granted the Company the option to increase its shareholding in Roots, which the Company shall be entitled to exercise in future.

The Transaction is uncategorised in terms of the JSE Listings Requirements and is classified as below a Category 3 transaction in terms of the BSE Equity Listings Requirements. The information contained in this announcement has been voluntarily disclosed by the Company.

Centurion
25 March 2024

JSE Transaction Advisor and Sponsor
PSG Capital

BSE Sponsoring Broker
Imara Capital Securities

