

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 subsidiaries CA Sales Investments Proprietary Limited and Pamstad Proprietary Limited, entered into agreements with Messrs. Andrew Keith Dawson, Robin Leslie Coode, Jaco Ras and Jaco Jan Hendrik Saunders (collectively, the “**Sellers**”), in terms of which the Company acquired from the Sellers 53.3% of the issued shares in Mac Marketing Communications (Mauritius) Limited and 54% of the issued shares in Mac Investments Proprietary Limited, for a total purchase consideration of R37.5 million, settled in cash and shares (“**Transaction**”). Key personnel will remain in the business and continue to play a key role in the management of the MACmobile group.

The MACmobile group specialises in Field Force automation, delivering a single version platform for manufacturing, merchandising and consumer sales for both the formal retail sector and the merchant in the main market or general trade. With over 20 years of experience, its platform assists customers to optimise the Route-to-Market value chain and generate real-time supply chain intelligence. The solution enables market intelligence, logistics and payment solutions, automation and incentivisation of the entire value chain within the manufacturing, logistics and fast-moving consumer goods sector. The group services customers in 16 African countries.

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 constitutional documents of the new subsidiaries will be reviewed and amended, if required, as per paragraph 6.9(b) of the BSE Equity Listings Requirements.

The information contained in this announcement has been voluntarily disclosed by the Company.

Centurion
18 October 2024

JSE Transaction Advisor and Sponsor
PSG Capital

BSE Sponsoring Broker
Imara Capital Securities

