Block B, 3rd Floor
Room 301-306
Unity House
Victoria
Mahe, Seychelles

Tel: (+248 4 32 52 50)
PO Box 1207
Victoria
Mahe
Seychelles
Email: info@ftc.sc
Website: www.ftc.sc

RE: PROPOSED ACQUISITION OF CONTROL BY MARS, INCORPORATED OF KELLANOVA

Following a notification from COMESA Competition Commission, the Fair Trading Commission (hereinafter referred to as "the Commission") is currently analysing the proposed acquisition of **control by Mars, Incorporated of Kellanova.**

Mars is a family owned multinational supplier of confectionery, food products and pet food and a provider of animal care services. It operates its business in three segments: (i) Snacking (ii) Foods and Nutrition (iii) Petcare.

The Proposed Transaction presents an opportunity for Mars to expand its snacking business into new categories and geographies with Kellanova's differentiated offering. It will allow Mars to diversify its snacking offerings it does not currently serve, including savoury snacks, frozen foods and cereals. With the merging parties differentiated geographical footprint and local supply chains, Mars will be able to serve a broader customer base across the world.

The target company, Kellanova (formerly Kellogg Company) principally manufactures and markets snacks such as crackers, savoury snacks, toaster pastries, granola snack bars and bites, and convenience foods such as ready- to- eat cereals, frozen waffles, veggie foods and noodles globally.

In addition, this transaction will create a better platform for serving retailers, distributors and consumers in the snacking industry by enabling Mars to pool its and Kellanova's resources in manufacturing, distribution and marketing to deliver products more efficiently to broader customer base post-production. The synergies from the combined operations are expected to result in cost savings, which can be invested into future innovations and growth initiatives.

Seychelles is listed among the member states that will be affected or is likely to be affected by the proposed transaction. The Commission is informed that the acquiring group operates in Seychelles through **Commerce d'Export Import de Produits Allimentaires.**The Commission's primary concern is to determine whether or not the transaction is likely to substantially lessen or prevent competition in the Common Market or to be contrary to the public interest.

The Commission hereby invites any business in Seychelles involved with the aforementioned businesses, which believes that the above-mentioned transaction may affect their operations to

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contact the Commission's office at **competition@ftc.sc** or the below address by or before the **14th January 2025.**

Fair Trading Commission Seychelles
Unity House, Block B, 3rd Floor
Victoria
Tel: 248-4325250

The Commission thanks the public for their cooperation.