

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 that the Company has entered into an agreement to acquire 35% of the Tradco Group of Companies (“**Tradco**”).

Founded in 2013, Tradco is a route to market solutions business based in Kenya with further operations and partnerships across multiple East African countries and is known for its cross-functional expertise across the region.

With a strong track-record of in-store execution and merchandising, brand strategy implementation and creative development, experiential brand activation, and data research and analysis, Tradco also offers logistics, warehousing and distribution solutions and has driven strategic achievements and business growth for clients across Africa over the past decade, blending international standards with local insights to strengthen and expand brands.

The Company aims to leverage the combined resources, skills, and expertise of both CA&S and Tradco to deliver value and growth for their stakeholders and clients. The founder of Tradco, Mr David Maina Kamiru, will remain a shareholder and will continue to serve as a valued executive, ensuring continuity in Tradco and CA&S’ pursuit of its East African ambitions.

The Company has also negotiated an option to increase its shareholding in Tradco by a further 20%, which it is entitled to exercise, at its sole discretion, 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
17 February 2025

Transaction Advisor and JSE Sponsor
PSG Capital

BSE Sponsoring Broker
Imara Capital Securities

