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and Empowered Consumers

9 October 2026

CCCC Merger Inquiry Notice No. 53 of 2026

Notice of Inquiry into the Proposed Acquisition by BCPE Wellbeing Holdco Two Limited and Integral Investments Asia IV Limited of Omega-Meyer Limited and Meyer Organics Private Limited

It is hereby notified in terms of Regulation 44(11) of the COMESA Competition and Consumer Protection Regulations (the “**CCCPR**”) that the COMESA Competition and Consumer Commission (the “**CCCC**”), after receiving a notification in terms of Regulation 42 of the CCCPR regarding the proposed acquisition of sole control by funds managed and/or advised by Bain Capital Investors, LLC, (“**Bain Capital**”) through its special purpose vehicles, BCPE Wellbeing Holdco Two Limited and Integral Investments Asia IV Limited (together, the “**Acquiring Firms**”), of Omega-Meyer Limited and Meyer Organics Private Limited, together with their subsidiaries and affiliates operating as Vitabiotics and Meyer Organics (the “**Target Group**”), intends to embark on an inquiry in terms of Regulation 47 of the CCCPR.

The parties submitted that Bain Capital is a private equity investment firm based in the United States that invests in companies across a number of industries, including information technology, healthcare, retail and consumer products, communications, financial services and manufacturing. It indirectly controls portfolio companies with subsidiaries incorporated in and outside the Common Market that generate turnover within the Common Market. Within the Common Market, Bain Capital operates in Burundi, Egypt, Eswatini, Ethiopia, Kenya, Libya, Madagascar, Malawi, Mauritius, Tunisia, Uganda, Zambia and Zimbabwe.

The parties submitted that Vitabiotics is a family-run British nutraceutical company with over 50 years of experience in developing scientifically researched vitamin and healthcare supplements. It offers a portfolio of products designed to support different life stages and health needs, including pregnancy care, men’s and women’s health, beauty nutrition, immune support, joint health, and general wellbeing.

The parties submitted that Meyer Organics is dedicated to introducing innovative therapies in India's wellness landscape across diverse segments, including bone & joint health, fertility and menopause support, pregnancy care, immunity, obesity management, wellness & beauty nutrition, anti-infectives, and pain management.

All communication must be addressed to the Chief Executive Officer

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The parties further submitted that the Target Group is predominantly focused on manufacturing and distributing vitamins and supplements, also known as 'nutraceuticals', in various health categories, including for infants, children, pregnancy, men, and women. The Target Group also manufactures and supplies a specialised range of pharmaceuticals. Within the Common Market, the Target Group operates in Djibouti, Egypt, Kenya, Libya, Malawi, Mauritius, Rwanda, Sudan, Tunisia, Uganda and Zambia.

The proposed transaction involves the acquisition of sole control by Bain Capital, through the Acquiring Firms over the Target Group.

In accordance with the provisions of the CCCPR, the CCCC will determine, among other things, whether the proposed transaction is likely to substantially lessen competition in the Common Market and whether the proposed transaction is or would be contrary to the public interest as provided for under Regulation 47 of the CCCPR.

In view of this, the CCCC hereby gives notice to all interested stakeholders, including competitors, suppliers, and customers of the parties to the proposed transaction to submit written representations to the CCCC with regard to the subject matter of the proposed inquiry by emailing them to: mdebessay@comesacompetition.org. All written representations should be sent to the CCCC not later than **30 October 2026**.

If you wish to seek further details and/or clarifications on any aspect of this proposed transaction or need assistance, you may get in touch with **Mr. Mengistu Debessay, Principal Analyst, Competition Division**, on Tel: +265 (0) 111 772 466 or mdebessay@comesacompetition.org.

All written representations submitted to the CCCC will be treated with the strictest confidentiality and will only be used for the purpose of this inquiry.