

# EAST AFRICAN COMMUNITY EAST AFRICAN COMMUNITY COMPETITION AUTHORITY

P.O. Box 1096  
ARUSHA, TANZANIA



Tel: +255 27 2162100  
Mob: +255 752 899151  
Fax: +255 27 2162190  
E-mail: [eacca@eachq.org](mailto:eacca@eachq.org)

Web:  
<http://www.eacompetition.org>

## **EAC COMPETITION AUTHORITY MERGER INQUIRY NOTICE NO. 4 OF 2026.** **THE PROPOSED TRANSACTION INVOLVING AIL HOLDINGS (TANZANIA) LIMITED** **AND METICULOUS GENERAL INSURANCE COMPANY LIMITED**

It is hereby notified in terms of Regulation 8 of the EAC Competition (Mergers and Acquisitions) Regulations, 2025 (the Regulations) that the EAC Competition Authority (the Authority) after receiving a notification in terms of Section 11 of the East African Community Competition Act, 2006 (the Act) involving **AIL Holdings (Tanzania) Limited** and **Meticulous General Insurance Company Limited**, intends to embark on an inquiry in terms of Part IV of the Act and Part III of the Regulations.

The proposed transaction involves the acquisition of up to 66.67% of the shareholding in Meticulous General Insurance Company Limited by AIL Holdings (Tanzania) Limited for a majority controlling interest.

AIL Holdings (Tanzania) Limited, the acquiring undertaking, is a holding company incorporated in Tanzania. AIL Holdings is wholly owned by Apollo Investments Limited, a non-operational holding investment company incorporated in Kenya with subsidiaries offering insurance services in Kenya, Uganda and an indirect shareholding in Tanzania. Through its subsidiaries, the acquiring undertaking provides short-term and life insurance as well as investment products to a diverse customer base, including individual customers, commercial entities and corporate clients.

Meticulous General Insurance Company Limited, the target undertaking is incorporated in the United Republic of Tanzania. The target undertaking provides short term insurance and ancillary services to short term insurance which include fire, engineering, marine, aviation, motor private and commercial, motorcycle, and personal accidents. The target also arranges for the reinsurance of the products sold in the Tanzanian market with reinsurance companies which are accredited by the Tanzania Insurance Regulatory Authority.

The Authority shall, in accordance with the provisions of the Act and Regulations, determine among other things whether or not the merger is likely to substantially lessen competition within the Community or is contrary to the public interest. In view of this, the Authority hereby gives notice to all interested stakeholders, including competitors, suppliers and customers of the merging parties to submit written representations to the Authority with regard to the subject matter of the proposed inquiry by emailing them to: [eacca@eachq.org](mailto:eacca@eachq.org) and [vokoth@eachq.org](mailto:vokoth@eachq.org). All written representations should be sent to the Authority not later than May 15th, 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 the Deputy Registrar, Mergers and Acquisitions, Mr. Vincent Okoth on +255 27 216 2100 or via email at [vokoth@eachq.org](mailto:vokoth@eachq.org). All written representations submitted to the Authority will be treated with the strictest confidentiality and will only be used for the purpose of this inquiry.