

EAST AFRICAN COMMUNITY EAST AFRICAN COMMUNITY COMPETITION AUTHORITY

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EAC COMPETITION AUTHORITY MERGER INQUIRY NOTICE NO. 5 OF 2026. **THE PROPOSED TRANSACTION INVOLVING AIL HOLDINGS (TANZANIA)** **LIMITED AND METRO LIFE TANZANIA ASSURANCE 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 **Metro Life Tanzania Assurance 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 Metro Life Tanzania Assurance 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. The acquiring undertaking is wholly owned by Apollo Investments Limited, a non-operational holding investment company incorporated in Kenya with operating subsidiaries in Kenya and Uganda and a minority holding in Tanzania. Through its subsidiaries, the acquirer provides short-term and life insurance as well as investment products to a diverse customer base, including individual customers, commercial entities and corporate clients.

Metro Life Tanzania Assurance Company Limited, the target undertaking is incorporated in the United Republic of Tanzania and provides long term insurance and ancillary services to long term insurance including life and annuity insurance.

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. 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 and 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

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.