

# ScanGroup to buy majority stake in marketing company EMPL

Ventures Africa reports that advertising and communications services company, ScanGroup will acquire majority stake in Experiential Marketing (Proprietary) Limited (EMPL), a South African marketing company, as it aims to expand its African footprint.

## For more:

- Ventures Africa: [ScanGroup To Acquire Majority Stake In South African Marketing Company...](#) According to the report, a director of ScanGroup, Richard Omwela noted in a regulatory filing that "Completion of the acquisition is subject to various conditions contained in the agreement including regulatory approvals".



Image via [Business Daily Africa](#)

It further states that ScanGroup decided to invest in EMPL due to its portfolio of clients across sub-Saharan Africa. The value of the deal is however not disclosed.

## Further reading:

- Business Daily: [ScanGroup to acquire S.Africa marketing firm...](#)

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