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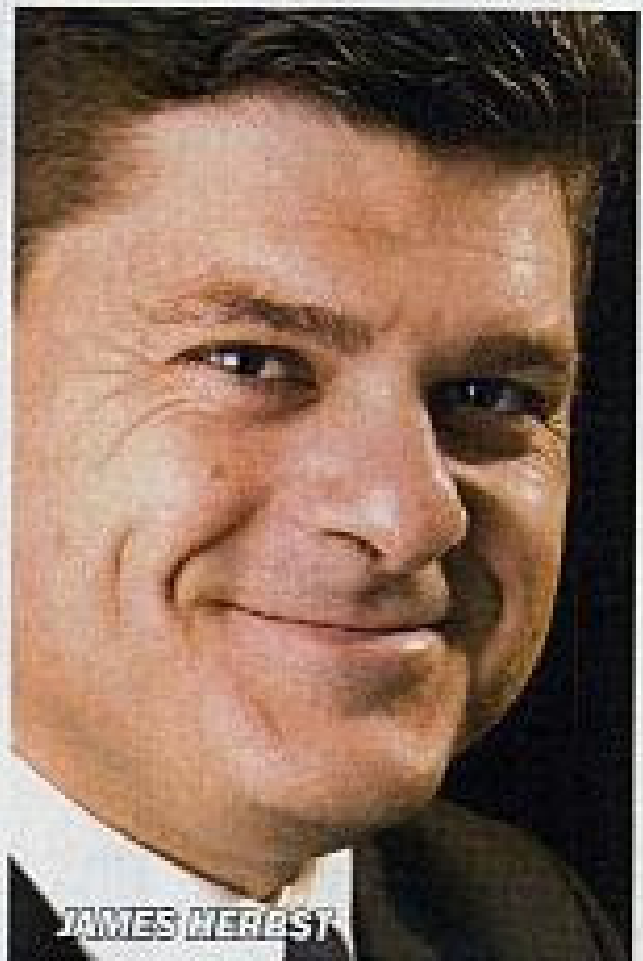
Huge acquisition trail continues

iTalk Cellular and Eyeballs Mobile Advertising coming into the fold

ALTX-LISTED Huge Group has received competition approval for its acquisition of 59% of iTalk Cellular, from the Bebinchand Seevnaryan Trust. The deal is valued at R511 million. MTN owns the remaining 41% of iTalk.

Huge Group FD James Herbst said the deal would be the most significant transaction by the Huge Group since its successful listing on the JSE last year.

The acquisition of 25% of Eyeballs Mobile Advertising has also been completed. The Huge Group has not disclosed the value of the deal, but has confirmed that



JAMES HERBST

it has an option to acquire another 15% within the next 24 months. — *Staff Reporter*