

**Pronouncement of the Final Decision Regarding the Investigation about
Binbođa Üretim Pazarlama Sanayi ve Ticaret AŖ According to Article 49 of
the Act No 4054 On the Protection of Competition**

According to the Report prepared and the Additional Opinion, evidence collected, written pleas, and the scope of the file examined regarding the investigation, which was conducted according to the Competition Board decisions dated 09.03.2023 and no 23-13/210-M and dated 10.08.2023 and no 23-37/697-M, it has been decided UNANIMOUSLY that

- 1- Binbođa Üretim Pazarlama Sanayi ve Ticaret AŖ violated article 4 of the Act no 4054 on the Protection of Competition by means of determining the resale prices of its buyers,
- 2- The said practices cannot benefit from block exemption provided by the Block Exemption Communiqué no 2002/2 on Vertical Agreements, the practices in question cannot be granted individual exemption, either,
- 3- Therefore, per Article 16(3) of the same Act and Article 5(1)(b), 5(2) and 5(3)(b) of the Regulation on Fines to Apply in cases of Agreements Concerted Practices and Decisions Limiting Competition, and Abuse of Dominant Position, at a certain rate of the annual gross revenues in 2022, by discretion, the party to the investigation shall be imposed 3.938.700,96- TL administrative fines,

with the decision subject to appeal before Ankara Administrative Courts within 60 days as of the notification of the reasoned decision.