

**Pronouncement of the Final Decision Regarding the Investigation about Hayırlı El
Kozmetik Pazarlama A.Ş. According to Article 49 of the Act no 4054 on the
Protection of Competition**

Within the scope of the investigation conducted pursuant to the Competition Board decision dated 24.03.2022 and no 22-14/235-M, the interim Board decision dated 23.06.2022 and no 22-28/450-MUA was notified to Hayırlı El Kozmetik Paz. A.Ş. on 24.06.2022. The settlement text submitted depending on the interim settlement decision was saved in the registry of the Authority on 07.07.2022 and with the number 29574 in time.

In this context, in the said settlement text, the undertaking clearly accepted the existence and the scope of the violation as well as the rate and amount of the maximum administrative fine provided in the settlement interim decision; it has been decided UNANIMOUSLY that

1. Hayırlı El Kozmetik Paz. A.Ş.'s conduct for determining the sales prices of resellers violated article 4 of the Act no 4054,

2. Accordingly, pursuant to Article 16(3) of the Act no 4054 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", on the basis of the annual gross revenues in 2021, by discretion, the said undertaking shall be imposed 385.178,23 TL administrative fines,

3. 25% reduction shall be made in the fines to be imposed to the undertaking as a result of the settlement procedure according to article 43(7) of the Act no 4054 and article 4(4) of the Regulation on the Settlement Procedure Applicable In Investigations On Agreements, Concerted Practices And Decisions Restricting Competition And Abuses Of Dominant Position,

4. Within this scope, as a result of the settlement procedure, on the basis of the annual gross revenues in 2021, by discretion, the undertaking shall be imposed 288.883,67 TL,

5. Therefore, the investigation conducted per the Competition Board decision dated 24.03.2022 and numbered 22-14/235-M shall be concluded with settlement procedure

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