

**Pronouncement of the Final Decision Regarding the Investigation about
İpek Gıda Dayanıklı Tüketim Malları Elektronik Eşya Tic. ve San. Ltd. Şti.
According to Article 49 of the Act no 4054 on the Protection of Competition**

Within the scope of the investigation conducted per the Competition Board Decision dated 28.04.2023 and numbered 23-19/366-M to determine whether article 4 of the Act no 4054 on the Protection of Competition was violated, the final settlement text sent by İpek Gıda Dayanıklı Tüketim Malları Elektronik Eşya Tic. ve San. Şti. depending on the interim decision of the Board dated 07.09.2023 and numbered 23-41/795-MUA entered the registry of the Authority on 22.09.2023 with the number 42788 in time. In the 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 and it has been decided UNANIMOUSLY that

1. İpek Gıda Dayanıklı Tüketim Malları Elekt. Eşya Tic. ve San. Ltd. Şti.'s acts for determining the sales prices of its resellers violated article 4 of the Act no 4054,
2. According to Article 16(3) of the Act no 4054 and Article 5(1)(b), 5(2), 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 its annual gross revenues in 2022, by discretion, İpek Gıda Dayanıklı Tüketim Malları Elekt. Eşya Tic. ve San. Ltd. Şti. shall be imposed 3.591.381,10 TL administrative fines,
3. 25% reduction shall be made in the administrative fines to be imposed to the undertaking as a result of the settlement procedure according to article 43(7) of the Protection of Competition 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 framework, at a certain rate of its annual gross revenues in 2022 calculated by the Competition Board, by discretion, İpek Gıda Dayanıklı Tüketim Malları Elekt. Eşya Tic. ve San. Ltd. Şti. shall be imposed 2.693.535,83 TL administrative fines,
5. Therefore, the investigation conducted per the Competition Board decision dated 28.04.2023 and numbered 23-19/366-M shall be concluded with settlement

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