

**Pronouncement of the Final Decision Regarding the Investigation About
Neolife İthalat İhracat AŞ According to Article 49 of the Act no 4054 on
the Protection of Competition**

Within the scope of the investigation, which has been opened and conducted according to the Board decision dated 13.04.2023 and numbered 23-18/343-M(10), the final settlement text sent by Neolife İthalat İhracat AŞ as per the interim settlement decision dated 14.12.2023 and numbered 23-58/1133-MUA entered the registry of the Authority on 02.01.2024 with the number 79324 in time. 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 for in the settlement interim decision; it has been decided UNANIMOUSLY that

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1. Neolife İthalat İhracat AŞ's conduct aimed at resale price maintenance violated article 4 of the Act no 4054,
2. Therefore, according to Article 16(3) of the Act no 4054 and Article 5(1)(b), 5(2) and 7(1) 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, Neolife İthalat İhracat AŞ shall be imposed 261.329,72- TL administrative fines,
3. 20% 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 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, at a certain rate of the annual gross revenues in 2022, by discretion, the undertaking shall be imposed 209.063,78-TL administrative fines,
5. Thus, the investigation conducted according to Competition Board Decision dated 13.04.2023 and numbered 23-18/343-M(10) in order to determine whether article 4 of the Act no 4054 on the Protection of Competition was violated shall be concluded with settlement,

II. No finding of violation in terms of restricting online sales could be obtained, with the decision subject to appeal before Ankara Administrative Courts within 60 days as of the notification of the reasoned decision.