

**Pronouncement of the Final Decision about the Investigation concerning
Oriflame Kozmetik Ürünleri Ticaret Limited Şirketi According to Article 49 of the
Act no 4054 on the Protection of Competition**

The Decision dated 14.03.2024 and numbered 24- 13/245- 102

Within the scope of the investigation initiated pursuant to the Board decision dated 17.08.2023 and numbered 23-39/734-M(4), it has been decided UNANIMOUSLY that

- The final commitments, which were submitted by Oriflame Kozmetik Ürünleri Ticaret Limited Şirketi and saved in the registry of the Authority on 02.02.2024 with the number 48119, shall be accepted and rendered binding for the undertaking concerned as they are able to resolve the competition problems detected under the scope of the file,
- The commitments which are rendered binding shall be submitted to the Authority within three months as of the notification of the short decision,
- The investigation conducted pursuant to the Board decision dated 17.08.2023 and numbered 23-39/734-M(4) shall be ended in terms of the ban on online sales and customer restriction claims,

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

The Decision dated 14.03.2024 and numbered 24- 13/246-103

Within the scope of the investigation, which was initiated pursuant to the Board decision dated 17.08.2023 and numbered 23-39/734-M(4), the final settlement text sent by Oriflame Kozmetik Ürünleri Ticaret Limited Şirketi depending on the interim settlement decision of the Competition Board dated 29.02.2024 and numbered 24-11/178-MUA was saved in the registry of the Authority on 06.03.2024 with the number 49423 in time. In the settlement text, the undertaking clearly acknowledges 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. Oriflame Kozmetik Ürünleri Ticaret Limited Şirketi violated article 4 of the Act no 4054 on the Protection of Competition by means of resale price maintenance,
2. According to Article 16(3) of the Act no 4054 and Article 5(1)(b) and 5(2) 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 proportion of the annual gross revenues in 2022, by discretion, Oriflame Kozmetik Ürünleri Ticaret Limited Şirketi shall be imposed 5.873.457,70- TL administrative fines,
3. 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”, 25% reduction shall be made in the administrative fines to be imposed to the undertaking as a result of the settlement procedure,

4. Within this framework, at a certain proportion of the annual gross revenues in 2022 calculated by the Competition Board, by discretion, Oriflame Kozmetik Ürünleri Ticaret Limited Şirketi shall be imposed 4.405.093,28-TL administrative fines,
5. Thus, the investigation conducted pursuant to the Board decision dated 17.08.2023 and numbered 23-39/734-M(4) about Oriflame Kozmetik Ürünleri Ticaret Limited Şirketi shall be ended with settlement in terms of resale price maintenance claim

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