

**Pronouncement of the Final Decision about the Investigation concerning
DyDo Drinco Turkey İçecek Satış ve 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 13.01.2022 and no 22-03/27-M, the settlement text submitted by DyDo Drinco Turkey İçecek Satış ve Pazarlama AŞ depending on the interim settlement decision dated 16.06.2022 and no 22-27/439-MUA was saved in the registry of the Authority on 29.06.2022 and with the number 29357 in time.

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

1. DyDo Drinco Turkey İçecek Satış ve Pazarlama AŞ violated article 4 of the Act no 4054 on the Protection of Competition by means of determining the resale prices of retail outlets by intervening in shelf prices of the products it sells,
2. Therefore, according to third paragraph of Article 16 of the same Act and Article 5(1)(b), 5(2), 5(3)(a) 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, on the basis of the annual gross revenues in 2021, by discretion, the said undertaking shall be imposed 14.302.030,59 TL administrative fines,
3. 20% 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 11.441.624.472-TL,
5. Thus, the investigation conducted per the Competition Board Decision dated 13.01.2021 and numbered 22-03/27-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.