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| <b>Case number:</b>              | Vj-17/2011.   |
| <b>Type of case:</b>             | Prohibition of unfair commercial practices  |
| <b>Undertaking(s) concerned:</b> | Auchan Magyarország Kereskedelmi és Szolgáltató Kft.  |
| <b>Short description</b>         | The GVH launched a competition supervision proceeding against the undertaking because of its alleged unfair trading practices, namely the advertising of goods as if they were exclusively Hungarian products by means of printed and digital ads, billboards and ads placed in shopping centres. |
| <b>Decision:</b>                 | The Competition Council established that the undertaking had violated Act XLVII of 2008 by using misleading commercial practices to promote the main characteristics of the advertised goods and as a consequence imposed a fine of 10 million HUF (approx. 35.842 EUR) on the undertaking.       |
| <b>Date:</b>                     | 2 August 2012   |