



GAZDASÁGI
VERSENYHIVATAL

Case number:	Vj-40/2006
Type of case:	Deception of consumers
Undertaking(s) concerned:	Euronics Magyarország Kft
Short description:	<p>In the competition supervision proceedings the Competition Council of the Hungarian Competition Authority (Gazdasági Versenyhivatal-GVH) concluded that the following advertisements of Euronics were unlawful:</p> <ol style="list-style-type: none">1. Euronics indicated the gross price of a product from which it offered a price reduction, whereas the current price was indicated on its net value.2. Euronics could not prove that it has ever offered two types of televisions at the price which was published in its advertisements and from which it seemed to have given a price reduction.3. Euronics could not prove the truthfulness of its advertisement "Do you know a cheaper one?".
Decision:	The Competition Council of the GVH established in its decision, that Euronics infringed the provisions on the prohibition of unfair manipulation of consumer choice of the Hungarian Competition Act. Therefore, the Competition Council imposed a fine of HUF 3 million (approx. EUR 11 000) on Euronics for its unlawful behaviour.
Date:	Budapest, 29 September 2006