

Final verdict was made on the investigation conducted on Mey İçki San. ve Tic. A.Ş. on the basis of Protection of Competition Act no°4054

Upon Competition Board meeting on 16.02.2017 following final verdict was made on the investigation conducted whether or not Mey İçki San. ve Tic. A.Ş. violating article 4th and 6th of Act no° 4054, for its conducts of blocking competitors' activities:

- 1) Mey İçki San. ve Tic. A.Ş. is dominating player in Rakı market
- 2) Mey İçki San. ve Tic. A.Ş. has violated Article 6th of Act 4054, by abusing its dominant position and made its competitors activities more difficult
- 3) Hence Mey İçki San. ve Tic. A.Ş. was fined with a penalty fee of 155.782.969,05 TL
- 4) Furthermore, upon first paragraph of article 9th of Act 4054;
 - a. Termination of upfront cash payment of discounts to the points of sale, which was made in return for purchase of goods deals
 - b. Termination of reflection of discounts on the invoice issued to the points of sale, each time point of sale makes a purchase, so that discount is made like a retrospective lum sum payment to the points of sale that sign a contract for purchase of goods with Mey İçki San. ve Tic. A.Ş.
 - c. Purpose and scope of the agreement should be stated clearly and an independant agreement should be made separate from purchase of product deals in case Mey İçki San. ve Tic. A.Ş. make an upfront cash payment to points of sale within the context of investment support agreements.
 - d. Termination of providing financial benefits by Mey İçki San. ve Tic. A.Ş. to points of sale in the Traditional Channel, in return for shelf position and placement of products in the Rakı category
 - e. In the Traditional Channel; Mey İçki San. ve Tic. A.Ş. could only advise for 70% of visible shelf space and other visibility areas such display units within the stores regarding product placement, and advice could only be made for MEY İÇKİ rakı products not for competitor raki products
 - f. Article 2.3 of Purchase of Products agreement regarding the use of POP materials has to be taken out from content of the agreements made by Mey İçki San. ve Tic. A.Ş.