



Republic of Serbia
**COMMISSION FOR PROTECTION
OF COMPETITION**

Number: 6/0-02-22/2017-3
Reference number: 6/0-02-887/2016
Date: January 20, 2017
Belgrade

Pursuant to Article 37(2) of the Law on Protection of Competition (“Official Gazette of the RS”, number 51/09 and 95/13), Article 192(1) of the Law on General Administrative Procedure (“Official Gazette of the FRY”, number 33/97, 31/01 and “Official Gazette of the RS”, number 30/10), and Article 2(1/6) of the Tariff on the level of compensation for activities within the competence of the Commission for Protection of Competition (“Official Gazette of the RS”, number 49/11), deciding under the notification on concentration entered under number 6/0-02-887/2016-1 submitted on December 23, 2016, by company Acceleratio Capital N.V., with registered seat at the address Overschiestraat 61-5 HG, Amsterdam, 1062 XD, the Netherlands, and association GfK-Nürnberg Gesellschaft für Konsum- Markt- und Absatzforschung e.V., with registered seat at the address Nordwestring 101. 90419, Nuremberg, Germany, represented by plenipotentiary attorney Marina Bulatović and other attorneys from the Law office Wolf Theiss, with registered seat at the address 6 Mihaila Pupina Boulevard, Belgrade, on January 20, 2017, the President of the Commission for Protection of Competition enacts the following

DECISION¹

I Concentration of undertakings in summary procedure **IS APPROVED** created by acquisition of joint control on the part of company Acceleratio Capital N.V., with registered seat at the address Overschiestraat 61-5 HG, Amsterdam, 1062 XD, the Netherlands, registered in the Dutch business registry under company registration number 67383823, and association GfK-Nürnberg Gesellschaft für Konsum- Markt- und Absatzforschung e.V., with registered seat at the address Nordwestring 101. 90419, Nuremberg, Germany, registered in the municipal court’s registry of associations in Nuremberg under registry number VR 200665, over company GfK SE, with registered seat at the address Nordwestring 101. 90419, Nuremberg, registered in the municipal court’s registry of associations in Nuremberg under registry number HRB 25014, by acquiring minimum of 18.54% shares, via takeover bid for all shares by Acceleratio Capital N.V., with concurrent acquisition of indirect control over all its subsidiary companies.

¹ The act contains protected data. Protected data are marked using symbol [...] or in the range that the Commission finds to be an appropriate manner of protection.

II IT IS ESTABLISHED that applicants of notification have fully performed against their obligation related to paying the determined amount of the fee as compensation for issuing this decision on January 11, 2017, by executing the payment in the amount of EUR 25,000.00 (in words: twenty-five thousand Euro) to the foreign-currency account of the Commission for Protection of Competition maintained with the National Bank of Serbia.