



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

25/IV Savska St., Belgrade  
Number: 6/0-02-462/2018-16  
Date: August 22, 2018

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Pursuant to Article 37(2) and Article 65(5) of the Law on Protection of Competition (Official Gazette of the RS 51/09 and 95/13), and Article 2(1/6) of the Tariff on the level of compensations for activities within the competence of the Commission for Protection of Competition (Official Gazette of the RS 49/11), deciding under the notification of concentration entered under number 6/0-02-462/2018-1, submitted by company United Media S.à.r.l., with registered seat at the address Boulevard Pierre Frieden 43, L-1543 Luxembourg, represented by procuration holder, attorney at law Veljko Smiljanić from Belgrade, 23 Resavska St., on August 22, 2018, President of the Commission for Protection of Competition enacts the following

## **DECISION**

**I** Concentration of undertakings in summary procedure **IS APPROVED** created by acquisition of individual control on the part of company United Media S.à.r.l., with registered seat at the address Boulevard Pierre Frieden 43, L-1543 Luxembourg, registered with the Trade and Companies Register managed by the Luxembourg Business Registers under company number B184939, over company Direct Media d.o.o. Beograd, with registered seat in Belgrade at the address 13b Antifašističke borbe St., company number 17337785, including companies Pink M Company d.o.o. Podgorica, with registered seat in Podgorica at the address 97 Ivana Crnojevića Blvd., Montenegro, company number 5-0155421/015, and Pink BH Company d.o.o. Sarajevo, with registered seat in Sarajevo at the address 10 Solidarnosti Sq., BiH, company number 65-01-0500-08.

**II IT IS ESTABLISHED** that the Party, company United Media S.à.r.l., with registered seat in Luxembourg, has executed a stipulated payment in full as compensation for issuing this decision, by paying the amount of EUR 25,000.00 (in words: twenty-five thousand euro) on June 29, 2018, to the account of the Commission for Protection of Competition.