



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

25/IV Savska St., Belgrade  
Number: 6/0-02-505/2018-10  
Date: August 21, 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 6/0-02-505/2018-1, submitted by company Direct Media d.o.o. Beograd, with registered seat at the address 13b Antifašističke borbe St., represented by procurator holder, attorney at law Bojan Vučković from Belgrade, 23 Resavska St., on August 21, 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 Direct Media d.o.o. Beograd, with registered seat at the address 13b Antifašističke borbe St., company number 17337785, over companies Pink M Company d.o.o. Podgorica, with registered seat in Podgorica at the address 97 Ivana Crnojevića Blvd., 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, by acquiring 100% of shares.

**II IT IS ESTABLISHED** that the Party, company Direct Media d.o.o. Beograd, has executed a stipulated payment in full as compensation for issuing this decision, by paying the amount of RSD 2,951,332.50 (in words: two million, nine hundred fifty-one thousand, three hundred thirty-two and 50/100 dinars) on July 17, 2018, to the account of the Commission for Protection of Competition.