



Republic of Serbia
**COMMISSION FOR
PROTECTION OF
COMPETITION**
25/IV Savska Street, Belgrade
Number: 6/0-02-235/2022-3
Date: February 22, 2022

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President of the Commission for Protection of Competition, pursuant to Article 37 paragraph 2 and Article 65 paragraph 5 of the Law on Protection of Competition (“Official Gazette of the Republic of Serbia”, number 51/09 and 95/13), and Article 2 paragraph 1 item 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”, No. 49/11), in deciding upon notification on concentration number 6/0-02-235/2022-1, submitted on January 14, 2022, by LG Electronics Inc, with seat at 128, Yeoui-daero, Yeongdeungpogu, Seoul, Republic of Korea and SM Entertainment Co. Ltd, with seat at 83-21, Wangsimni-ro, Seongdong-gu, Seoul, Republic of Korea, through the holder of the Power of Attorney Stefan Savić, lawyer, in cooperation with Law Office Karanović & Partners, 23 Resavska Street, Belgrade, on February 22, 2022, adopts the following

DECISION

I APPROVING in summary procedure, market participants concentration from joint investment of companies LG Electronics Inc, with seat at 128, Yeoui-daero, Yeongdeungpogu, Seoul, Republic of Korea, registration number 107-86-14075, and SM Entertainment Co. Ltd, with seat at 83-21, Wangsimni-ro, Seongdong-gu, Seoul, Republic of Korea, registration number 114-81-63109 for the purpose of incorporating a new company operating on long-term basis with all the functions of an independent undertaking in the area of fitness applications.

II IT SHALL BE ESTABLISHED that notifying parties, companies LG Electronics Inc and SM Entertainment Co. Ltd, on February 17, 2022, paid the amount of XXX to the account of the Commission for Protection of Competition, representing appropriate amount for the issuance of decision on concentration approval in summary procedure.

PRESIDENT OF THE COMMISSION

(Signed)
Nebojša PERIĆ