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

25/IV Savska Street, Belgrade

Number: 6/0-02-341/2021-4

Date: April 16, 2021

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 on the concentration notification number 6/0-02-341/2021-1, submitted on March 22, 2021 by Bain Capital Investors L.L.C, with seat at Suite 302, 4001 Kennett Pike, Wilmington, Delaware, United States of America, through the holder of power of attorney lawyer Bojana Miljanović, lawyer in cooperation with Karanović & Partners law office, 23 Resavska Street, on April 16, 2021, adopts the following

**DECISION**

**I APPROVING** in summary procedure, market participants concentration from acquisition of individual control by Bain Capital Investors L.L.C, with seat at Suite 302, 4001 Kennett Pike, Wilmington, Delaware, United States of America, registration number 3229725, over „Kantar“ operations of the company WPP plc, seated at Queensway House, Hilgrove Street, St Helier, Jersey JE1 1ES, reg.no. 111714, relating to research, consulting, analytics, collection and processing of data.

**IIIT SHALL BE ESTABLISHED** that the notifying party, on March 30, 2021 paid the amount of RSD XXX, to the account of the Commission for Protection of Competition, representing appropriate regulated amount for the issuance of decision on concentration approval in summary procedure according to the middle exchange rate of the National Bank of Serbia on payment date.

**PRESIDENT OF THE  
COMMISSION**

Nebojša Perić, m.p.