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

25/IV Savska Street, Belgrade

Number: 6/0-02-450/2024-5

Date: February 7, 2024

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 6/0-02-450/2024-1, submitted on January 3, 2024, by Generali CEE Holding B.V, with seat at De entree 91, Amsterdam, the Netherlands through the holder of power of attorney Srđana Petronijević, from law office Moravčević, Vojnović and Partners a.o.d. 6-8 Bulevar vojvode Bojovića Street, Belgrade, on February 7, 2024, adopts the following

DECISION

I APPROVING, in summary procedure, market participants concentration from acquisition of individual control by the company Generali CEE Holding B.V, seated at De entree 91 ,Amsterdam, the Netherlands, reg.no. 34275688, over the company 4LIFE DIRECT SP. Z 0.0., with its registered seat at Chmielna, nr 132/134, Warsaw, Poland, registration number 0000313549, by purchasing 100% of the shares.

II IT IS HEREBY ESTABLISHED that the notifying party Generali CEE Holding B.V, paid the amount of XXX, on January 10, 2024 and the amount of XXX on January 16, 2024, to the account of the Commission for Protection of Competition, representing regulated amount for the issuance of decision on concentration approval in summary procedure.

PRESIDENT OF THE COMMISSION

Nebojša Perić, m.p.