



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

Number: 6/0-02-156/2015-7

Date: March 19, 2015

Belgrade

Pursuant to Article 37(2) 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 49/2011), deciding under the notification on concentration entered under number 6/0-02-156/2015-1, submitted by Concern for production and trade of confectionery products Bambi a.d. Požarevac, bb Đure Đakovića St., represented by Bojan Vučković and other attorneys at law from the Law Office Karanović&Nikolić from Belgrade, 23 Resavska St., on March 19, 2015, 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 direct exclusive control on the part of by Concern for production and trade of confectionery products Bambi a.d., with registered seat in Požarevac at the address bb Đure Đakovića St., registered in the Business Registers Agency of the Republic of Serbia under company registration number 07162936, over target business operations of company United Food d.o.o., with registered seat in Šimanovci at the address bb Novo naselje St., registered in the Business Registers Agency of the Republic of Serbia under company registration number 17569651, whose business operations encompass the production line, supporting equipment and know-hows for production of chewing gums, as well as by acquiring the chewing gums trademark rights of company MGUM Technology d.o.o., with registered seat in Šimanovci at the address bb Novo naselje St., registered in the Business Registers Agency of the Republic of Serbia under company registration number 20059591, and specifically to: „Stars“, number of application Ž2009/1065, registry number 60116, „Strong Gum“ number of application Ž2008/296, registry number 58625, „O Freshy“, number of application Ž2010/1645, registry number 62422, and „Forest“, number of application Ž2007/3007, registry number 56905.

II IT IS ESTABLISHED that Concern for production and trade of confectionery products Bambi a.d., with registered seat in Požarevac at the address bb Đure Đakovića St., has executed payment of the regulated amount of fee in the full amount as compensation for issuing this decision on approval of concentration in summary procedure on March 2, 2015, by paying the amount of

RSD 3,006,117.50 (in words: three million, six thousand, one hundred seventeen and 50/100 dinars) to the account of the Commission for Protection of Competition maintained with the Treasury Administration of the Ministry of Finance, which represents dinar-currency equivalent value of EUR 25,000.00 (in words: twenty-five thousand euro) calculated at the middle exchange rate of the National Bank of Serbia on the day of payment.