



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

25/IV Savska Street, Belgrade  
Number: 6/0-02-225/2022-8  
Date: March 14, 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 of concentration number 6/0-02-225/2022-1, submitted on January 11, 2022 by Media Pool d.o.o. Beograd with seat at 23-25 Takovska Street, Belgrade, Republic of Serbia, through its holder of power of attorney lawyer Nataša Zavišin from Zavišin Semiz i Partneri a.o.d. Beograd from partnership Law Office, 18 Simina Street, on March 14, 2022, adopts the following

## **DECISION**

**I APPROVING** in summary procedure, concentration of market participants from obtaining individual control by Media Pool d.o.o. Beograd, with seat at Takovska 23-25, Belgrade, Republic of Serbia, registration number 17380826, over Media House d.o.o. Beograd, seated at 107 Bulevar oslobođenja Street, Belgrade, registration number 17481673, by way of share purchase.

**II IT SHALL BE ESTABLISHED** that the notifying party, Media Pool d.o.o. Beograd, paid the amount of XXX, on January 11, 2022, and the amount of XXX on February 25, 2022 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.

**PRESIDENT OF THE COMMISSION**

Nebojša Perić, m.p.