



GAZDASÁGI  
VERSENYHIVATAL

## **Rossmann Magyarország's incorrect price information misleading consumers**

**The Hungarian Competition Authority (GVH) established, that Rossmann Magyarország Kft. (Rossmann Hungary Ltd.) indicated incorrectly the non-action sales prices of some of its products in two leaflets in September 2006, deceiving hereby consumers. As a consequence, the undertaking was fined HUF 5 million.**

Consumers' decisions on the selection of products and services can be influenced by sales actions prices, which are more favourable in comparison to those applied earlier. It is an infringement of the law, if an undertaking indicates both higher and reduced prices in its advertising leaflets but the former ones were never applied before.

The GVH established, that the information provided by Rossmann Magyarország about prices of some of the products applied prior to sales actions, to illustrate the savings to be achieved and the possibility to carry out favourable purchases during its sales actions between 4 and 17 September and between 18 and 24 September 2006 was not correct. The leaflets indicated a higher original price than that really applied, so they informed about a higher saving than it could actually be achieved.

The GVH established the infringement and fined Rossmann Magyarország HUF 5 million.