



GAZDASÁGI VERSENYHIVATAL
HUNGARIAN COMPETITION AUTHORITY
20 years in serving fair competition for consumers

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| Case number: | Vj-13/2010 |
| Type of case: | Consumer deception |
| Undertaking(s) concerned: | SWISS INVEST 2009 Hungary Pénzügyi Szolgáltató Kft |
| Short description: | The GVH investigated the statements of SWISS INVEST 2009 Hungary Pénzügyi Szolgáltató Kft (SWISS INVEST), which were published in the printed media before 11 June 2010. Based on the large number of informal complaints submitted to the GVH, it could be presumed that SWISS INVEST, which is engaged in organizing purchasing groups since the springtime of 2009, failed to provide information or did not provide unequivocal information in its advertisements targeting consumers about the essential features of the purchasing groups. |
| Decision: | The Hungarian Competition Authority (Gazdasági Versenyhivatal, GVH) imposed a fine of HUF 2 million (approx. EUR 7 000) on SWISS INVEST 2009 Hungary Pénzügyi Szolgáltató Kft and prohibited the undertaking from continuing to publish the investigated advertisements with the objected content. |
| Date: | 8 July 2010 |