



GAZDASÁGI  
VERSENYHIVATAL

<b>Case number:</b>	Vj-65/2010
<b>Type of case:</b>	Consumer deception
<b>Undertaking(s) concerned:</b>	Quantum Invest Zrt
<b>Short description:</b>	The GVH launched a competition supervision proceeding against Quantum Invest, active in organising and managing purchasing groups since the 16 <sup>th</sup> of June 2010 because the undertaking - similarly to those undertakings which were sanctioned by the GVH in previous years due to their advertising activity - failed to provide information or did not provide unequivocal information in its advertisements targeting consumers about the essential features of the purchasing groups.
<b>Decision:</b>	The Hungarian Competition Authority (Gazdasági Versenyhivatal - GVH) established that Quantum Invest Zrt misled consumers by publishing deceptive advertisements in the printed media. The GVH imposed a fine of HUF 4.7 million (Approx. EUR 17 thousand), which is near to the maximum that is possible under Hungarian competition law and also prohibited the undertaking from continuing to publish the investigated advertisements with the objected content.
<b>Date:</b>	Budapest, 2 December 2010