

HUF 100 million fine for an undertaking distributing sports food

14 January 2021, Budapest – The Hungarian Competition Authority (GVH) has established that the distributor was advertising its MyProtein products on its website using fictitious discounts and false messages urging consumers to make a purchase. The GVH imposed a HUF 100 million fine on the English undertaking.

The investigation of the GVH established that *The Hut.com Limited*, an undertaking registered in Great Britain, was using unfair and misleading practices in the course of the distribution of its *MyProtein* brand dietary (primarily protein) supplements and clothing products. During the proceeding, the undertaking was unable to prove that it had ever applied the original, that is higher, prices of its products indicated as being on sale in its eDM and on its Hungarian website. Furthermore, the messages urging consumers to make a purchase (e.g. “*Clearance sale*”; “*Last chance*”; “*Stocks are running out*”) were also found to infringe the law since they gave them the impression that these “discounted” prices were only available for a short time.

The GVH imposed a fine of HUF 100 million on the undertaking as well as prohibited the continuation of the infringing conduct and obliged it to provide proof of its compliance with the prohibition.

The official registration number of the case is: **VJ/26/2019**.

GVH Press Office