



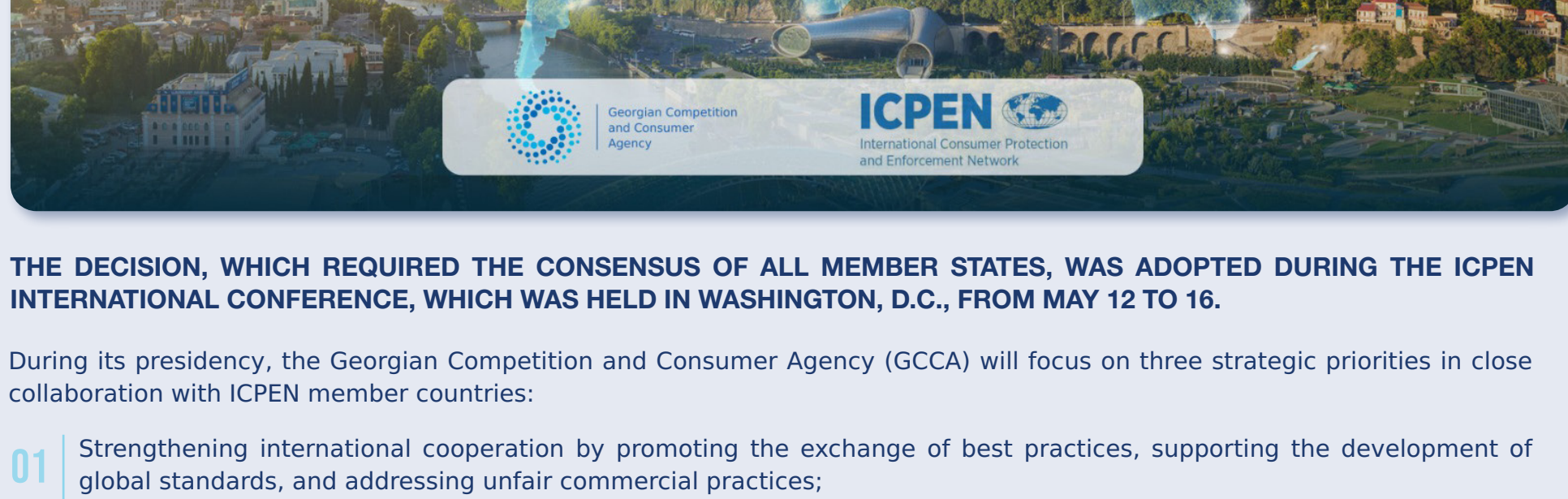
THE GEORGIAN COMPETITION AND CONSUMER AGENCY CONTRIBUTES TO THE COUNTRY'S ECONOMIC PROGRESS BY CREATING A FAIR BUSINESS CLIMATE, BUSINESS COMPETITIVENESS, AND EFFECTIVELY ENFORCING CONSUMER RIGHTS.

- GCCA's Growing International Role and Global Recognition
- GCCA sanctions Rustavi Auto Market
- Strategic Markets Monitoring - Outcomes and Trends
- In the second quarter of 2025, 7,976 concentrations were registered
- Consumer Rights Protection Mechanisms
- Training Research Center Activities
- Local and International Cooperation Formats

GCCA'S GROWING INTERNATIONAL ROLE AND GLOBAL RECOGNITION

- With the unanimous support of nearly 90 member countries, the GCCA has been elected to assume the Presidency of the International Consumer Protection and Enforcement Network (ICPEN) for the 2026-2027 term.
- Two landmark decisions issued by the Agency were selected as best practices by the World Bank and the International Competition Network (ICN) - a prominent platform comprising competition authorities from approximately 160 countries.

GEORGIAN COMPETITION AND CONSUMER AGENCY WILL HOLD THE PRESIDENCY OF THE INTERNATIONAL CONSUMER PROTECTION AND ENFORCEMENT NETWORK (ICPEN) IN 2026-2027



THE DECISION, WHICH REQUIRED THE CONSENSUS OF ALL MEMBER STATES, WAS ADOPTED DURING THE ICPEN INTERNATIONAL CONFERENCE, WHICH WAS HELD IN WASHINGTON, D.C., FROM MAY 12 TO 16.

During its presidency, the Georgian Competition and Consumer Agency (GCCA) will focus on three strategic priorities in close collaboration with ICPEN member countries:

- 01 Strengthening international cooperation by promoting the exchange of best practices, supporting the development of global standards, and addressing unfair digital commercial practices;
- 02 Enhancing consumer protection in digital markets through improved regulatory mechanisms and oversight;
- 03 Advancing the capacity of young consumer protection authorities by fostering closer cooperation with more established counterparts.

AS PRESIDENT OF ICPEN, THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) WILL LEAD THE COORDINATION OF THE NETWORK'S WORKING GROUPS, OVERSEE THE DEVELOPMENT OF DISCUSSION TOPICS ALIGNED WITH THE STRATEGIC AGENDA, CONTRIBUTE TO THE ADVANCEMENT OF GLOBAL CONSUMER PROTECTION STANDARDS, AND HOST AN INTERNATIONAL CONFERENCE WITH THE PARTICIPATION OF ICPEN MEMBER STATES.

https://gcca.gov.ge/index.php?m=372&news_id=1719



THE WORLD BANK GROUP AND THE INTERNATIONAL COMPETITION NETWORK (ICN)

RECOGNIZE THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA)

FOR OUTSTANDING ACHIEVEMENTS IN THE PHARMACEUTICAL SECTOR

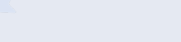
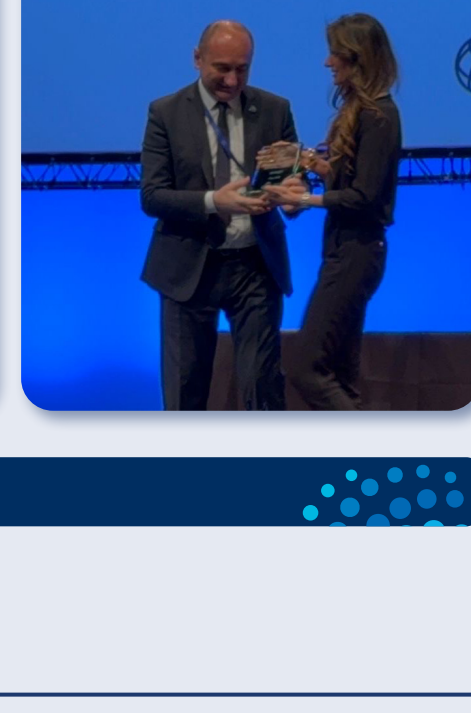
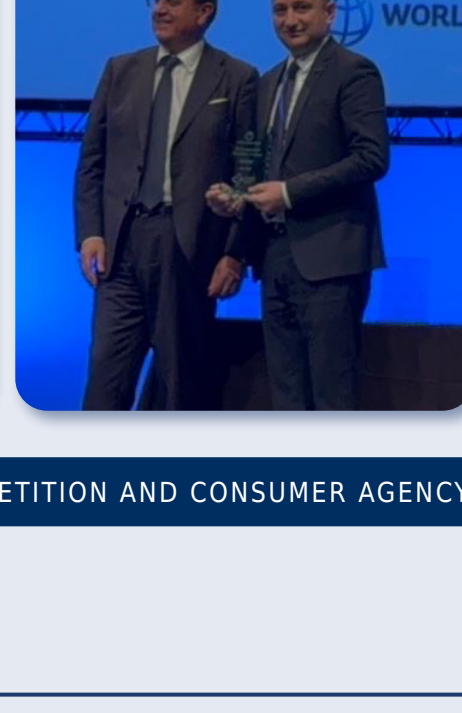


THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS RECEIVED PRESTIGIOUS INTERNATIONAL RECOGNITION FOR ITS DECISIONS IN THE PHARMACEUTICAL SECTOR AND REFORMS IN THE COUNTRY, WHICH HAVE BEEN IDENTIFIED AS BEST PRACTICES BY THE WORLD BANK GROUP AND THE INTERNATIONAL COMPETITION NETWORK (ICN).

UNDER THE NOMINATION PROMOTING SUSTAINED COMPETITIVE PROCESSES FOR INCREASED PRIVATE INVESTMENT, JOB CREATION, AND CONSUMER WELFARE, THE AGENCY WAS RECOGNIZED FOR A CASE THAT LED TO SIGNIFICANT REFORMS IN THE PHARMACEUTICAL SECTOR, FOLLOWING ITS IN-DEPTH MARKET MONITORING AND ENFORCEMENT ACTIONS TARGETING ANTI-COMPETITIVE CONCERNED PRACTICES.

UNDER THE NOMINATION STRENGTHENING PUBLIC PROCUREMENT AND ELIMINATING COLLUSIVE AGREEMENTS TO REDUCE BUDGETARY COSTS, THE AGENCY RECEIVED RECOGNITION FOR A LANDMARK DECISION ADDRESSING CONCERNED PRACTICES AMONG FOUR COMPANIES PARTICIPATING IN A MUNICIPAL PROCUREMENT PROCESS.

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INVESTIGATION

01

COMPLETED

ONGOING

03

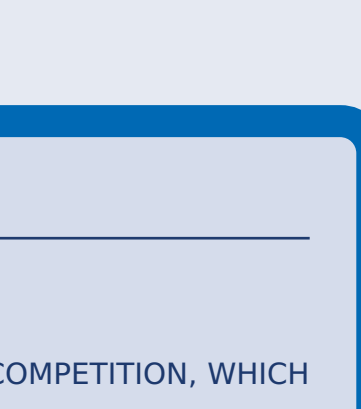
03

DECISIONS ON INADMISSIBILITY

LEFT WITHOUT CONSIDERATION

03

GCCA SANCTIONS RUSTAVI AUTO MARKET WITH GEL 848,276



THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS COMPLETED AN INVESTIGATION INITIATED ON THE BASIS OF A JOINT COMPLAINT SUBMITTED BY AUTO IMPORTERS AND DETERMINED THAT LLC "RUSTAVI AUTO MARKET" AND LLC "MIKADO GEORGIA" ENGAGED IN ABUSE OF A DOMINANT POSITION IN THE MARKET.

THE INVESTIGATION REVEALED THAT IN 2023, THE RESPONDENT UNDERTAKINGS OPERATING WITHIN THE TERRITORY OF THE RUSTAVI AUTO MARKET, IMPOSED UNFAIRLY HIGH CHARGES FOR THE USE OF PARKING SPACES. THE PARKING FEES WERE INCREASED ON MULTIPLE OCCASIONS, RESULTING IN A SIGNIFICANT DISCREPANCY BETWEEN THE DAILY RATE PER PARKING SPACE AND THE "COST-PLUS MARGIN". THE AGENCY CONCLUDED THAT THESE ACTIONS CONSTITUTED AN ABUSE OF DOMINANT MARKET POSITION, SPECIFICALLY THROUGH THE IMPOSITION OF UNFAIRLY HIGH PRICES.

TO PROMOTE A COMPETITIVE ENVIRONMENT IN THE SECTOR AND PREVENT THE ABUSE OF A DOMINANT MARKET POSITION, THE AGENCY ISSUED A BINDING RECOMMENDATION.

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DECISIONS ON INADMISSIBILITY

CASE OF "E.P.J.": THE COMPLAINT ALLEGED A VIOLATION OF ARTICLE 113 OF THE LAW OF GEORGIA ON COMPETITION, WHICH PERTAINS TO UNFAIR COMPETITION BY THE RESPONDENTS.

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CASE OF "INTELLECT MARKET": - THE COMPLAINT ALLEGED A POTENTIAL VIOLATION OF ARTICLE 10 OF THE LAW BY THE PROSECUTION SERVICE OF GEORGIA.

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CASE OF "SKINEST RAIL GEORGIA": - THE COMPLAINT ALLEGED A POTENTIAL VIOLATION OF ARTICLE 10 OF THE LAW OF GEORGIA ON COMPETITION (A POSSIBLE RESTRICTION OF FREE PRICING AND COMPETITION) BY JSC "GEORGIAN RAILWAY".

https://gcca.gov.ge/index.php?m=372&news_id=1691

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CASE OF "DELTA DEVELOPMENT GROUP": - THE COMPLAINT ALLEGED A VIOLATION OF ARTICLE 11³ OF THE LAW OF GEORGIA ON COMPETITION BY LLC "INTELLECT MARKET".

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CASE OF "ONLINE MALL": - THE COMPLAINT ALLEGED A VIOLATION OF ARTICLE 11³ OF THE LAW OF GEORGIA ON COMPETITION BY INDIVIDUAL ENTREPRENEUR NAZI ZHORZHOLIANI.

https://gcca.gov.ge/index.php?m=372&news_id=1739

CASE OF "ONLINE MALL": - THE COMPLAINT ALLEGED A VIOLATION OF ARTICLE 11³ OF THE LAW OF GEORGIA ON COMPETITION BY "TSITELKUDA XXI" LLC.

https://gcca.gov.ge/index.php?m=372&news_id=1739



STRATEGIC MARKETS MONITORING

INITIATED

01

PREPARED

02

ONGOING

03

MARKET MONITORING

INTERIM REPORTS

MONITORING



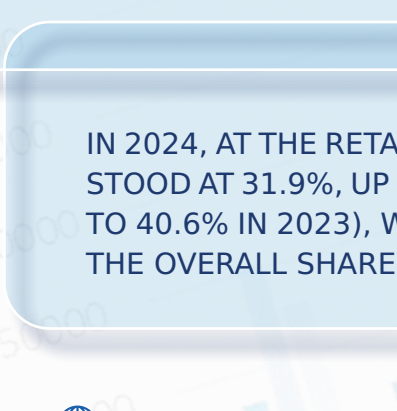
INTERIM REPORT ON GASOLINE AND DIESEL MARKET MONITORING

DURING THE FIRST QUARTER OF 2025, RETAIL PRICES FOR GASOLINE AND DIESEL IN GEORGIA EXPERIENCED AN UPWARD TREND, FOLLOWED BY A STEADY DECLINE THROUGH MAY IN THE SECOND QUARTER. HOWEVER, IN JUNE, RETAIL PRICES AT THE COMPANY LEVEL INCREASED BY 10-13 TETRI PER LITER.

THE HIGHEST RETAIL FUEL PRICES WERE OBSERVED IN FEBRUARY AND THE FIRST HALF OF MARCH 2025. THEREAFTER, PRICES BEGAN TO DECREASE CONSISTENTLY. BY THE END OF MAY, AMONG MAJOR COMPANIES, THE AVERAGE RETAIL PRICE OF REGULAR-GRADE GASOLINE HAD DECREASED BY 26-28 TETRI PER LITER, PREMIUM-GRADE GASOLINE BY 17-26 TETRI, AND DIESEL BY 18-29 TETRI.

THE DECLINE IN RETAIL FUEL PRICES WAS DRIVEN BY LOWER CRUDE OIL PRICES AND, CONSEQUENTLY, PLATTS INDICES. NOTABLY, CRUDE OIL PRICES FELL TO \$56 PER BARREL IN EARLY MAY 2025, THE LOWEST SINCE 2021. ADDITIONALLY, THE GEORGIAN LARI MAINTAINED STABILITY AGAINST FOREIGN CURRENCIES. HOWEVER, IN JUNE, CRUDE OIL PRICES ROSE TO \$74 PER BARREL BEFORE DECLINING TO \$65 PER BARREL.

THROUGH MAY, THE REDUCTION IN DOMESTIC RETAIL PRICES ALIGNED WITH INTERNATIONAL MARKET TRENDS. THE PRICE INCREASE IN JUNE WAS LIKELY INFLUENCED BY GLOBAL MARKET VOLATILITY, THOUGH FURTHER ASSESSMENT IS NEEDED TO CONFIRM ITS ALIGNMENT WITH INTERNATIONAL DEVELOPMENTS.



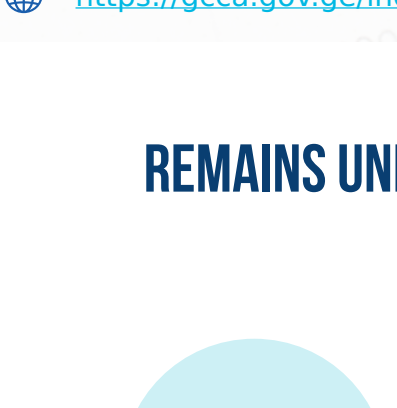
INTERIM REPORT ON THE FMCG MARKET

IN 2024, THE RETAIL VOLUME OF THE FMCG MARKET REACHED 12,792,211,332 GEL (EXCLUDING VAT), ATTAINING A 6.75% INCREASE COMPARED TO THE SAME FIGURE IN 2023, WHICH WAS 11,983,346,244 GEL.

AT THE RETAIL LEVEL, THE MARKET REMAINED MODERATELY CONCENTRATED IN 2024, WITH A CONCENTRATION INDEX OF 706, SLIGHTLY EXCEEDING THE 2023 INDEX OF 397. THERE WAS NO DOMINANT PLAYER WITHIN THE RETAIL SEGMENT OF THE MARKET, NOR DID THE MARKET MEET THE NECESSARY CONDITIONS FOR THE EXISTENCE OF GROUP DOMINANCE, SUCH AS THE DISTRIBUTION OF MARKET SHARES.

IN 2024, AT THE RETAIL LEVEL OF THE FMCG MARKET, THE COMBINED MARKET SHARE OF THE THREE LARGEST COMPANIES STOOD AT 31.9%, UP FROM 29.9% IN 2023. THE TOP FIVE COMPANIES ACCOUNTED FOR 44.2% OF THE MARKET (COMPARED TO 40.6% IN 2023), WHILE THE TEN LARGEST COMPANIES COLLECTIVELY HELD A 55.5% SHARE (UP FROM 50.1% IN 2023). THE OVERALL SHARE OF THE ORGANIZED SEGMENT OF THE MARKET REACHED 58.4%.

https://gcca.gov.ge/index.php?m=372&news_id=1707



GCCA LAUNCHES MONITORING OF THE RETAIL MARKET FOR PESTICIDES AND AGROCHEMICALS

THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) HAS INITIATED MONITORING OF THE RETAIL MARKET FOR PESTICIDES AND AGROCHEMICALS IN RESPONSE TO A FORMAL REQUEST FROM THE NATIONAL FOOD AGENCY OF GEORGIA. THE OBJECTIVE OF THIS INITIATIVE IS TO EVALUATE CURRENT MARKET DYNAMICS AND ANALYZE PRICING PRACTICES BOTH MARKET-DRIVEN AND POTENTIALLY NON-MARKET-BASED WITHIN THE FRAMEWORK OF COMPETITION LAW, WITH THE ULTIMATE GOAL OF ENHANCING THE COMPETITIVE ENVIRONMENT.

https://gcca.gov.ge/index.php?m=372&news_id=1735

REMAINS UNDER OBSERVATION BY THE AGENCY WITHIN THE MONITORING FRAMEWORK



TOBACCO MARKET

AUTO FUEL MARKET



FMCG

AGROCHEMICALS MARKET



CONTROL OF CONCENTRATIONS IMPLEMENTED WITH PRIOR MANDATORY NOTIFICATION

IN THE SECOND QUARTER OF 2025, THE GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) REGISTERED 7,976 CONCENTRATIONS

- BASED ON AVAILABLE DATA, 7,964 CASES DID NOT MEET THE CRITERIA FOR MANDATORY PRIOR NOTIFICATION, AS DETERMINED BY THE MARKET SHARE OR THE COMBINED ANNUAL TURNOVER OF THE PARTIES INVOLVED.
- OF THE REMAINING 12 CASES, 7 WERE EXEMPT UNDER COMPETITION LEGISLATION, RELIEVING THE PARTIES FROM THE OBLIGATION TO SUBMIT PRIOR NOTIFICATION TO THE AGENCY.
- FOR THE REMAINING 5 CASES, THE GCCA DETERMINED THAT PRIOR NOTIFICATION WAS LIKELY REQUIRED BUT NOT SUBMITTED BY THE PARTIES. CONSEQUENTLY, THE AGENCY INITIATED FORMAL PROCEEDINGS AGAINST THESE PARTIES.

APPROVAL GRANTED

In the sector of main water pipeline construction, resulting from the acquisition of 100% of the shares in LLC "Comfortsheni" by individual entrepreneur Davit Begoidze.

https://gcca.gov.ge/index.php?m=372&news_id=1703

In the sector of stationary and mobile lifting equipment, resulting from the acquisition of 100% of the shares in LLC "VEEBA" Rent by LLC "GTC Cranex".

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In the sector for the extraction, acquisition, and sale of manganese ore, resulting from the acquisition of 100% of the shares in LLC "MNCorp" by natural person Guram Talakvadze.

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In the sector of wholesale trade in agricultural machinery, equipment, and accessories, resulting from the acquisition of a 40% share in LLC "Agro Motor" by natural person Yuri Korotchenko.

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In the sector of real estate leasing and rental, resulting from the acquisition of 100% of the shares in LLC "Buka" by natural person Gia Gorgoshadze.

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