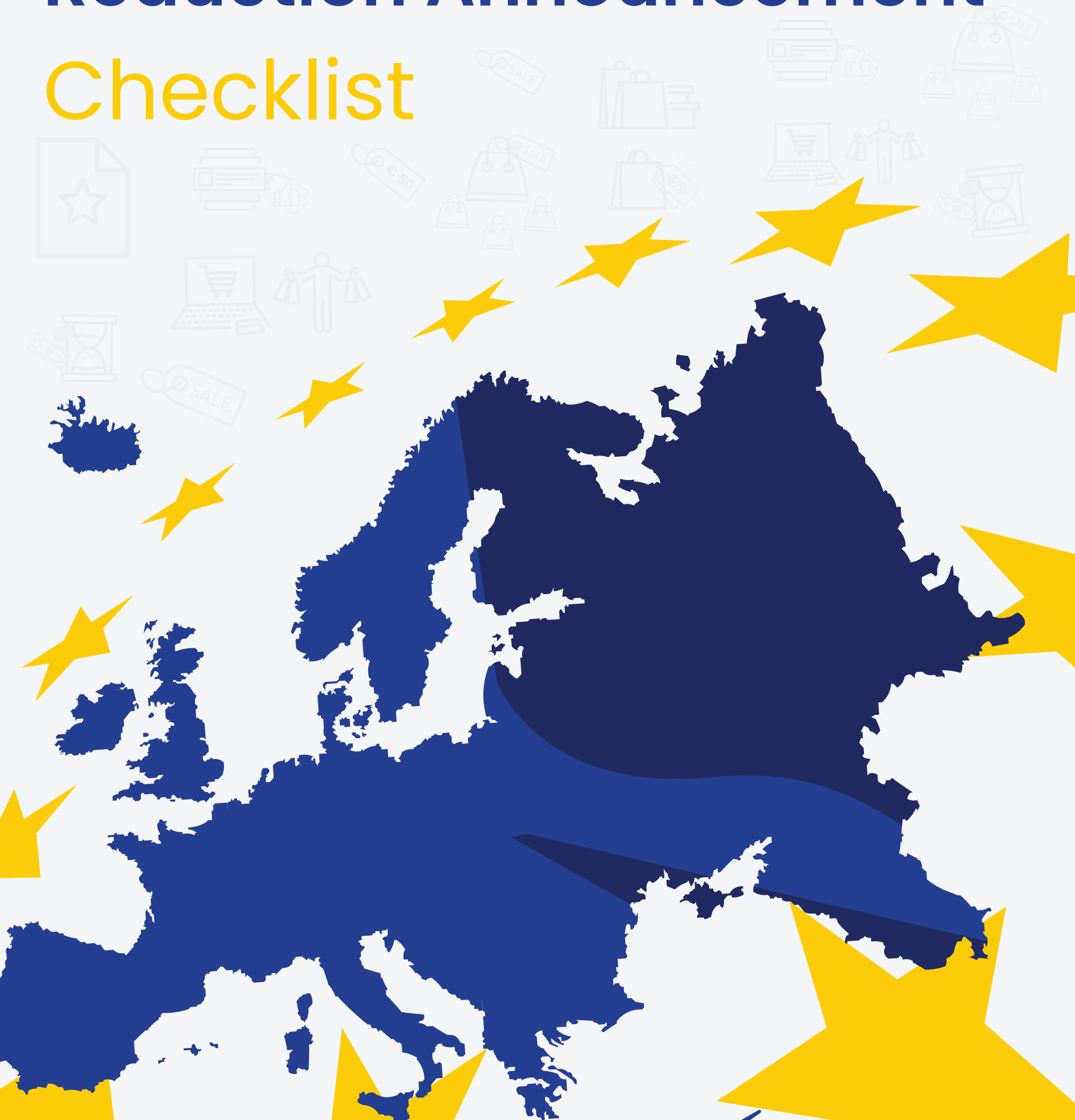


# EU Consumer Protection Indication of the Price Reduction Announcement Checklist



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1

## Merchants Must Indicate the Prior Price at Each Price Reduction

The prior price is the lowest full price in the last 30 days prior to the application of the price reduction. When the price reduction has been applied, the previous price must be represented in cross out. EUR 50 / EUR 100. For example, when the price reduction is "50%off" and the lowest price in the previous 30 days was 100EUR, the merchant has to present 100EUR as the prior price despite the fact that the last selling price was 160EUR.



2

## Merchants are Free to Indicate the Prior Price for New Arrivals

You can provide different rules for your 'new arrivals' goods if they're selling less than 30 days. You are allowed to determine the period of time by yourself and you can indicate this period along with the corresponding prior price. But if you have already been selling goods but you resumed after a period of interruption to offer in your store such as winter clothes and summer clothes. In that case, this would not apply, you must indicate the prior price as the lowest price in the reference period before the interruption.



3

## Price Must Be Easily Identified, Clearly Legible and Unambiguous

This legislation aims to provide homogeneous and transparent information for customers so that customers can make better informed decisions. You must indicate in unambiguously, easily identifiable and clearly legible information for the selling price. This will prevent you from artificially inflating the price and misleading customers about the discount.



4

## Merchants Does not Have to Identify The Prior Price to General Discounts

When the price reduction is announced as a general statement, the prior price doesn't have to be indicated on the same medium as the price reduction itself. So, when there is a price reduction by a general statement such as "20% off on everything today", the prior price doesn't have to be indicated. But it must be indicated at a point of sale, on the respective price sections in online shops.



5

## Merchants Must Clearly Identify Categories of Goods in the Price Reduction

When the merchant is offering different discounts for different categories of products it must be identified clearly. For the indication of the prior price for goods that are covered in price reduction announcement will not be distinguished from the lowest price in the last 30 days.



6

## Merchants Don't Have to be Indicated the Prior Price In Loyalty Programs and Personalized Price Reductions

This legislation does not apply for loyalty programs such as discount cards which entitle the consumers to a price discount. And since real personalized price reductions don't have the nature of announcing the price reduction, assigning the prior price is not required.



7

## Prior Price Must be Identified for Price Reductions In General

When you make a discount available for all customers visiting your store, you must assign the prior price. This must be applied in situations where you offer price reduction such as "Today 20% off when using the code ABC". You must ensure that the prior price is their lowest publicly available price in the last 30 days.



8

## Merchants Must Indicated the Prior Price Special Offers, Black Friday, Christmas Offers

When merchants offer general discount codes for special days, potentially all customers are visiting the shop for that specific day. You must comply with the requirements of showing the prior price as the lowest price in the last 30 days.



9

## Merchants Have to Identify the Unit Price for the Bulk Products

For the products sold in bulk where the selling price cannot be determined but only the unit price must be indicated.



10

## Merchants are Free to Indicate Prior Price For Perishable Goods

The Price reduction for perishable goods allows merchants to indicate a prior price as the last price immediately before the price reduction. So, the merchants may provide for different rules for goods which are liable to deteriorate or expire rapidly. Those goods may need to be discounted more often to sell faster due to approaching expiration dates.



11

## Legislation Applies the Price Reduction Announcement in all Distribution Channels

The merchant must indicate the prior price in both brick-and-mortar and online stores and must inform consumers about the previous price of the product in the last 30 days.

