



File No: 2(475)/AGR/EXM/CCP/2020  
**COMPETITION COMMISSION OF PAKISTAN**  
**GOVERNMENT OF PAKISTAN**

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**RENEWED EXEMPTION CERTIFICATE**

In pursuance of the powers conferred by Section 5 read with Section 9 of the Competition Act, 2010 (the Act), the Competition Commission of Pakistan (the Commission) hereby grants exemption from the application of Section 4 of the Act, details whereof are given here below:-

**DETAILS OF THE AGREEMENT**

First Party: M/s. Monster Energy Ltd. ('MEL')  
Business address: South Bank House, Barrow Street, Dublin 4, Ireland.

Second Party: M/s. Coca-Cola Beverages Pakistan Limited ('Distributor')  
Business address: 26 FCC, Syed Maratab Ali Road, Gulberg IV, Lahore.

Type of agreement: International Distribution Agreement

Date entered into: August 11<sup>th</sup> 2017

Validity Period: For a period of Five (5) years and further renewable

**DETAILS OF THE EXEMPTION**

Exemption granted to: Exclusivity & Non-Compete clauses of the Agreement

Granted until: 15-09-2023

Condition(s):

- i. The Exemption certificate, shall in no way be construed as an approval for fixation or maintaining 'Minimum Retail Price' with reference to the products' subject matter of the International Distribution Agreement;
- ii. The Applicant shall provide an executed copy of the agreement to the Commission, within fifteen (15) days from the receipt of this exemption certificate;
- iii. This exemption is effective only for the territory of Pakistan;
- iv. The Applicant shall intimate to the Commission in case of any amendments made to the International Distribution Agreement;
- v. The Commission reserves the right to impose any condition(s) at the time of considering extension, if any; and
- vi. Breach of a condition shall have the effect of cancellation of the exemption.

Without prejudice to the generality of Section 6 of the Act, the grantee of the exemption shall inform the Commission forthwith and seek clearance for continuation of the exemption if there is any material change, *inter alia*, in: (i) the terms of the agreement; (ii) the market share of the parties to the agreement; or (iii) the circumstances in the market in which the parties are operating.

Granted on this the 30<sup>th</sup> day of November 2020 at Islamabad.



Seal of the Commission

**Syed Umair Javed**  
Registrar  
Competition Commissioner of Pakistan  
Government of Pakistan  
Islamabad

Original Issued

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Dated: 04-12-2020.