

UNDERTAKING

Shop Direct Ireland Limited trading as Very (**VERY**)

This Undertaking is provided by **VERY** to the **Competition and Consumer Protection Commission (the 'CCPC')**, on the date set forth below. The Undertaking of **VERY** contained herein is accepted by the **CCPC** pursuant to section 73 of the Consumer Protection Act 2007 (as amended) (**'the 2007 Act'**).

WHEREAS FOR THE PURPOSES OF THIS UNDERTAKING:

- A. **VERY** carries on business activities as a private limited company incorporated within the State, having its registered office at Cape House, Westend Office Park, Blanchardstown, Dublin 15, D15 Y9DV and is a 'trader' for the purposes of the **2007 Act** and S.I. No. 639/2002 – European Communities (Requirements to Indicate Product Prices) Regulation 2002 (as amended) (**'the 2002 Regulations'**).
- B. **The CCPC** is a statutory body established by the Competition and Consumer Protection Act 2014 (as amended), and its functions pursuant to section 10 of that Act include *inter alia*:
 - (i) to promote and protect the interests and welfare of consumers;
 - (ii) to carry out an investigation, either on its own initiative or in response to a complaint made to it by any person, into any suspected breach of the relevant statutory provisions;
 - (iii) to encourage compliance with, and enforce, the relevant statutory provisions.
- C. These relevant statutory provisions include the **2002 Regulations**.
- D. The indication of the prior price, as set out in the **2002 Regulations**, increases price transparency and ensures that consumers actually pay less for the goods when a price reduction is announced.
- E. Paragraph (1) of Regulation 5A of the **2002 Regulations**, requires that "where a trader announces a reduction in the selling price or unit price, as the case may be, of a product

offered for sale to consumers, the trader shall indicate, in that announcement, the prior price of that product”.

- F. Paragraph (3) of this Regulation stipulates that the ‘prior price’ in relation to a product in respect of which a reduction in selling price or unit price is announced, means –
- a) subject to paragraph (b), the lowest selling price or unit price, as the case may be, applied by the trader to the product during a period of not less than 30 days before the application of the reduction in the selling price or unit price of the product, or
 - b) in a case where there are consecutive reductions in the selling price or unit price of the product, the lowest selling price or unit price, as the case may be, applied by the trader to the product during a period of not less than 30 days before the initial application of a reduction in the selling price or unit price of the product.
- G. The CCPC has identified and informed **VERY** of a number of instances where **VERY** contravened Regulation 5A of the **2002 Regulations**, on its website www.very.ie (‘the **Website**’). These contraventions occurred between 22 December 2023 and 5 February 2024 (‘**2023/24 Winter Sales period**’), where **VERY** indicated on the Website, a ‘prior price’ on a number of products, that was not the lowest selling price for the product for a period of at least 30 days before the reduction in selling price was announced.
- H. Having regard to the above, **VERY** has agreed to provide the Undertaking herein set out.

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1. **VERY** hereby undertakes to the **CCPC** to ensure compliance with Regulation 5A of the **2002 Regulations**, and, in particular, to indicate the correct prior price of each product to which a price reduction announcement applies. This includes *inter alia* refraining from:
 - displaying a crossed-out price that is presented as the prior price of products on the **Website** where, in effect, it is not the prior price in accordance with Paragraph (3) of Regulation 5A of the **2002 Regulations**; and
 - making price reduction announcements where the selling price is higher than the correct prior price in accordance with Paragraphs (1) and (3) of Regulation 5A of the **2002 Regulations**.
2. The Undertaking provided herein shall be and is intended by **VERY** to be binding upon and enforceable against **VERY**, its successors and assigns.

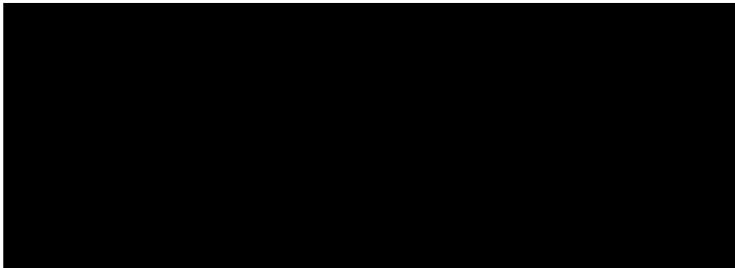
3. The terms “and” and “or” as used herein have both conjunctive and disjunctive meanings.
4. This Undertaking will take effect 15 December 2025.



Director on behalf of VERY

Date: 29/10/25

THIS UNDERTAKING IS ACCEPTED BY:



Director of Consumer Enforcement Division, CCPC

Date: 30th October 2025.