



European Commission
DG for Competition
Antitrust Registry
1049 Brussels
BELGIUM

6th March 2024

Sent By Email

Copy to:

Thierry Breton, European Commission

Dear Commissioner Vestager,

Google's DMA Compliance in Shopping

Firstly, please allow us to congratulate you on the coming into force of the Digital Markets Act today. The implementation of regulation of digital gatekeepers is itself an achievement, and we look forward to the new opportunities for competition in digital markets in Europe coming to fruition.

The success of the DMA will, of course, depend upon its proper implementation by those digital gatekeepers. As you know, we have been engaging with Google as constructively as possible and have provided very clear feedback both directly and at the workshops organised by the Commission on Google's compliance proposals in relation to the Shopping vertical on search. Notwithstanding the clear efforts of the Commission and the industry, Google still fails to address its self-preferencing and it continues to embed its own CSS across the SERP without treating rivals at least as favourably. This is a clear breach of the DMA.

Further, whilst Google claims to be engaging with stakeholders and listening to feedback, those attempts to show 'engagement' have not amounted to any change in behaviour, and its planned

testing of 'solutions' (which have already been given negative feedback) is scheduled to continue well beyond the deadline for compliance. Google appears to be ignoring the 6th March deadline.

The harms in the Shopping vertical have gone on for many years, with European consumers deprived of proper competition in comparison shopping. These issues and Google's failure to remedy them were a part of the genesis of the DMA, and it is vital both to European consumers and to the success of the DMA that Google's self-preferencing in relation to its CSS is ended.

In light of the above and now that the Commission is able to enforce the DMA, we ask the Commission to open proceedings to force Google to comply with the DMA and to cease its self-favouring in comparison shopping, so that competition and choice can be restored for the benefit of European consumers.

Yours sincerely,

[Co-signed by CEOs]

Frederic Lambert

CEO

Acheter-moins-cher
Acheter-moins-cher.com
(France)



András Szták

Managing Director

Online Comparison Shopping Kft
arukereso.hu
(Hungary)



Yuri Solinger

CEO

beslist.nl
beslist.nl
(The Netherlands)



David Creslovník

CEO

Ceneje d.o.o
ceneji.si
(Slovenia)



András Szták

Managing Director

Online Comparison Shopping Kft
compari.ro
(Romania)



Jan Sellers-Zajic

CEO/Managing Director

FAVI
favi.cz
(Czech Republic)



Marcus Nigl

CEO

Preisvergleich Internet Services AG
geizhals.at
(Austria)



David Chmelař

CEO

Heureka Group a.s.
heureka.cz
(Czech Republic)



Javier Vargas

CEO

Hometiger GmbH
moebel24.de
(Germany)



Albrecht von Sonntag
Managing Director
idealo internet GmbH
idealo.de
(Germany)

idealo

Pedro Pimenta
CEO & Founder
Paginadotcom S.A.
kuantokusta.pt
(Portugal)

 **KUANTOKUSTA**

Michael Röcker
CEO
LionsHome
lionshome.de
(Germany)

 **LIONSHOME**
HOME & LIVING

András Szták
Managing Director
Online Comparison Shopping Kft.
pararuvaj.com
(Bulgaria)

 **pazaruvaj.com**

Peter Greberg
CEO
Prisjakt Sverige AB
prisjakt.nu
(Sweden)

 **Prisjakt**

Caspar v. Seckendorff
Managing Director
Producto GmbH
testberichte.de
(Germany)

 **Testberichte**

David Creslovnik
Managing Director
sMind d.o.o
jetfinije.hr
(Croatia)

jetfinije!

Philipp Appelt
Managing Director
Ladenzeile GmbH
ladenzeile.de
(Germany)

 **Ladenzeile**

Michael Eberlin
Chief Product Officer
moebel.de Einrichten & Wohnen
GmbH
moebel.de
(Germany)

 **moebel.de**

Waleed Hussain
Managing Director
comparado GmbH
preis.de
(Germany)

 **Preis.de**

Jorge García Betanzos
CEO
Gembira Tech S.L.
runnea.com
(Spain)

 **RUNNEA**

Marco Pescarmona
Chairman
7Pixel srl
trovaprezzi.it
(Italy)

 **trovaprezzi.it**

Richard Stables
CEO
Kelkoo Group
kelkoogroup.com
(United Kingdom)

 **kelkoogroup**

Steve Thomas
General Counsel
LeGuide.com SAS
leguide.com
(France)

 **leGuide.com**

Fabio Plebani
Managing Director
Panther Holding GmbH
auspreiser.de
(Germany)

 **PANTHER**
H O L D I N G

Daniel Lange
Head of PriceRunner
PriceRunner International AB
pricerunner.com
(Sweden)

 **PriceRunner**

Andrew Ladouceur
Managing Director
Stylight GmbH
stylight.de
(Germany)

 **Stylight**