


Antitrust: 3 million fine to myWorld Italia and Lyconet Italia

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Roberto Rustichelli Antitrust President

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by Tiziana Di Giovannandrea

January 25, 2021 The Competition and Market Authority has imposed an overall fine of 3 million on myWorld Italia and Lyconet Italia.

According to what was ascertained by the Antitrust, a note reads, the sales system of the two companies, operating in the cashback system, "is promoted in a deceptive and not very transparent way and has pyramidal elements constituting sales".

The Authority, led by Roberto Rustichelli, concluded the investigation launched against myWorld Italia and Lyconet Italia, ascertaining "the incorrectness of the multilevel sales system promoted and managed by the two companies. For this reason it imposed a total penalty of 3 million of euro "ie an administrative sanction of 1,500,000.00 euro each to be paid within 30 days of notification of the provision decided.

According to the Antitrust Authority, the sales system of myWorld Italia and Lyconet Italia "violates articles 20, 21, 22 and part of article 23 of the Consumer Code".

The investigation carried out by the Authority of Piazza Verdi made it possible to ascertain that the promotion scheme adopted by the two companies is "only formally aimed at the diffusion of a cashback service (which allows the return of a percentage of the money spent at the affiliated merchants In reality, it is aimed at recruiting an ever-increasing number of appointees to whom a considerable economic return is envisaged thanks to the various career paths that require the payment of even significant amounts to purchase specific products and services of the Lyconet Program, with the function principal to generate Shopping Points, necessary to reach and maintain the levels provided for in the compensation plan ".