

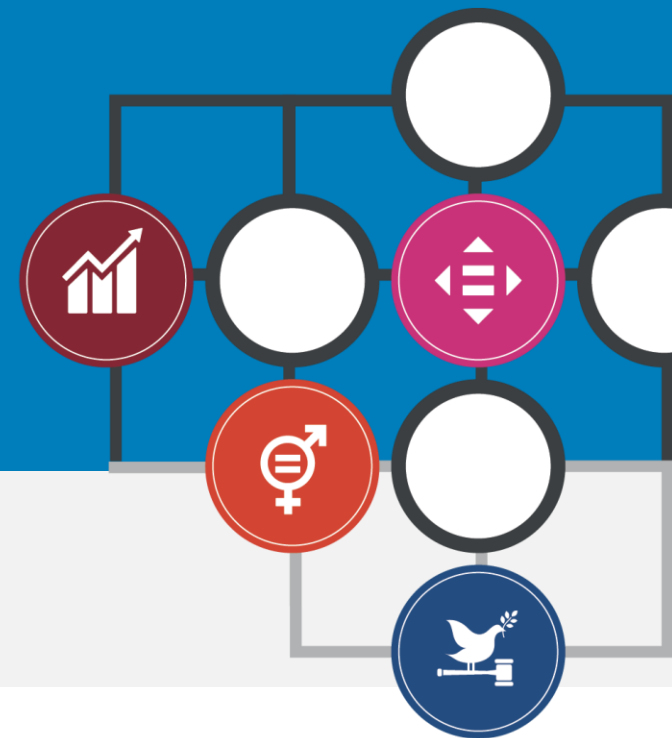
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ARAB COMPETITION FORUM

Baghdad, Iraq 28-29 May 2025



Shared Prosperity Dignified Life



Legal Framework and Enforcement Cases on Abuse of Dominance in Korea

Monopoly Regulation and Fair Trade Act(MRFTA)

Article 5 (Prohibition of Abuse of Market-Dominant Position) (1) No market-dominant business entity shall engage in any of the following practices

1. Unfairly determining, maintaining, or changing the price of goods or the service fees;
2. Unfairly controlling the sale of goods or the provision of services;
3. Unfairly interfering with the business activities of any other business entity;
4. Unfairly interfering with the market entry of a new competitor;
5. Making an unfair transaction to exclude a competitor or substantially undermining consumer interests.

✓ a business operator who, alone or jointly with others, has the power to determine, maintain, or change prices, quantities, quality, or other trading conditions in a specific market

✓ a firm is considered dominant if it holds 50% or more of a relevant market, or if the combined share of the top three firms exceeds 75%



Case 1: Online Comparison Shopping



Relevant Market

Online comparison shopping & open market

Market Dominance

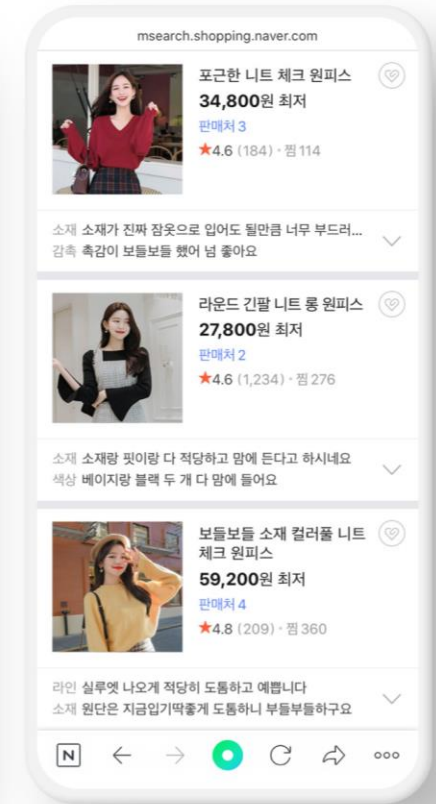
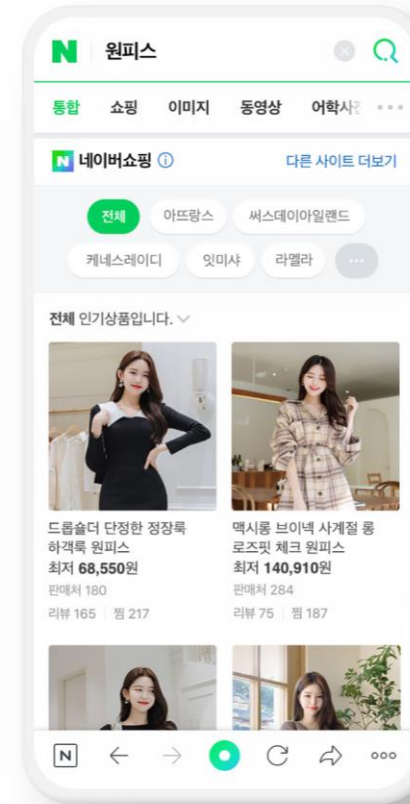
Naver: over 70% market share in the comparison shopping market

Conduct

Manipulated search algorithms to favor its own open market listings

KFTC Action

Corrective order & fine(\$19.5 million)



Case 2: Real Estate Information Platform



Relevant Market

Real estate information platform

Market Dominance

Naver: over 70% (visitor, page view)
(40% based on listing volume)

Conduct

Imposed exclusive dealing to block competitor entry

KFTC Action

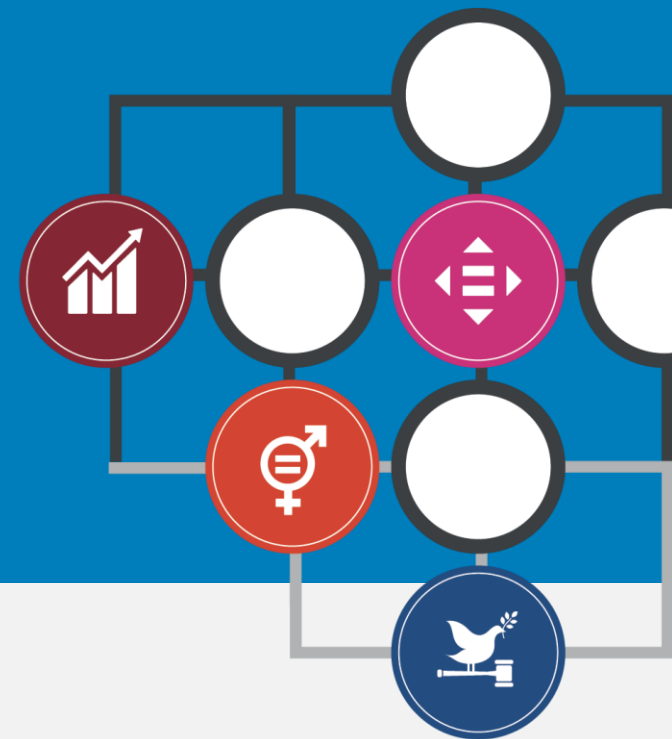
Corrective order & fine(\$750,000)



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Thank you!