



REPUBLIC OF ALBANIA

COMPETITION AUTHORITY

Press Release

"GOOD DAY FOR THE ALBANIAN CONSUMER!"

The Competition Authority, at the conclusion of the in-depth investigation into Vodafone Albania JSC and One Albania JSC in the retail mobile services market, has imposed specific conditions and obligations that reflect the complaints of consumers to the Authority. The Competition Commission's decision aims to correct the concrete concerns that have affected consumers and guarantee cheaper prices for the retirees and students, as well as more transparency and choice for subscribers of both operators.

During the period under investigation, progressive and similar price increases, high similarity between packages, reduction of low-priced offers and deficiencies in documenting the costs justifying tariff changes were found. As a result, the Competition Authority imposed concrete measures in the interest of citizens. According to the decision:

- within 90 days, both operators must offer special more advantageous packages for retirees and students aged 18–23;
- the cheapest package must be available at physical points of sale, not only in online applications or digital channels;
- at the end of the contract, each subscriber must have the right to switch to a cheaper package, without penalties and without unjustified obstacles;
- any change in the price, content or validity of the package must be notified individually to the subscriber, clearly and at least 30 days in advance;
- any price increase must be based on documented cost analyses and this documentation must be kept for five years;
- new packages must have real differentiation and not limit consumer choice;
- standard contracts must receive the prior assessment of the Competition Authority to avoid unfair clauses;
- the procedure and deadline for porting a number from one operator to another must be clearly and understandably written in the contract.

Decision No. 1307 of 24/07/2026 corrects specific consumer problems: lack of information, difficulty in choosing a cheaper package, limited access to economic offers, contractual uncertainties and lack of alternatives for low-income groups.

All obligations imposed by the Competition Authority will be monitored for one year from the entry into force of the decision.

In case of non-implementation of one of the points of the decision, Vodafone Albania JSC and One Albania JSC will face the penalties provided for by law.