

## Breaking Tax News

# Amendments to the Advertising Tax adopted

**In contrast to our monthly Tax News+, in our Breaking Tax news you will be informed immediately of regulatory changes affecting your business but without commentary by our experts.**

We would like to draw your attention to the fact that on **27 May 2015 the Hungarian Parliament accepted the amendment to the Advertising Tax legislation**. The accepted amendment is **currently awaiting signature by the President of Hungary**. Subsequently, the amendment will be publicized.

The amendment **will become effective 31 days following its official publication**. This amendment will **decrease the tax exemption threshold** and **modify the advertising tax rate**. Thus, the amended regulations should be applied proportionately (calculated on the basis of a daily proportioning) when determining the tax liability for 2015. As a result of the significant decrease in the tax exemption threshold (from HUF 500 million to HUF 100 million), **we recommend a review of the currently applied tax base calculation method**.

**Should you have any questions regarding either the proportioning method or any other advertising tax related issues, we remain at your disposal.**

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