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Details of Filing

Document Lodged: Concise Statement
File Number: VID544/2019
File Title: AUSTRALIAN COMPETITION AND CONSUMER COMMISSION v
KOGAN AUSTRALIA PTY LTD
Registry: VICTORIA REGISTRY - FEDERAL COURT OF AUSTRALIA



Dated: 23/05/2019 9:17:26 AM AEST

Registrar

A handwritten signature in blue ink, appearing to read 'Warwick Soden'.

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Form

Concise Statement

No.

Federal Court of Australia
 District Registry: Victoria
 Division: General Division

AUSTRALIAN COMPETITION AND CONSUMER COMMISSION

Applicant

KOGAN AUSTRALIA PTY LTD

Respondent

INTRODUCTION

- 1 The Applicant (**ACCC**) alleges that the Respondent (**Kogan**) made false or misleading representations and engaged in misleading or deceptive conduct in relation to a sales promotion in contravention of the *Australian Consumer Law (ACL)*, Schedule 2 to the *Competition and Consumer Act 2010 (Cth)*. In essence, the ACCC alleges that Kogan represented that consumers would receive a 10% discount on a number of products during the sales promotion, when in fact it had increased the prices of those products immediately before the promotion and decreased those prices soon after the promotion, in many cases by at least 10%.

IMPORTANT FACTS GIVING RISE TO THE CLAIM

- 2 Kogan conducts a business in trade or commerce in Australia offering goods for sale to Australian consumers through online channels, including the website located at the URL: www.kogan.com/au/ (the **website**).
- 3 Kogan HK Limited (**Kogan HK**) is a foreign company incorporated in Hong Kong which also offers goods for sale to Australian consumers through the website. At all relevant times Kogan's two directors were also the directors of Kogan HK.
- 4 Kogan operates and is responsible for the promotion and pricing information for products published on the website, including the information for products sold by Kogan HK.

Filed on behalf of	AUSTRALIAN COMPETITION AND CONSUMER COMMISSION, Applicant		
Prepared by	Daniel Marquet Ref: DJM/JWF ACCC1000-9142303		
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- 5 This claim concerns Kogan's conduct in around June and July 2018 in relation to its "Tax Time Promotion", by which it sought to induce consumers to make purchases through its website on the promise of a discount of 10%.
- 6 From 27 June to 30 June 2018, Kogan conducted a sales promotion for most of the products offered for sale on the website, offering a 10% price discount for consumers who purchased these products and entered the promotional code "TAXTIME" at checkout (the **Tax Time Promotion**).
- 7 During this period, Kogan advertised the Tax Time Promotion to consumers in the following ways:
- (a) By displaying banners on the website which contained statements such as "*Use code TAXTIME to reduce prices by 10% at checkout*". An example of the banners Kogan displayed on the website is contained in **Annexure 1**. During the period 27 June to 30 June 2018 the website was visited by approximately 632,000 unique visitors.
 - (b) By sending SMS and electronic Direct Marketing (**eDM**) to consumers who had agreed to receive marketing communications, including:
 - (i) SMS messages containing statements such as "*[Name], use code TAXTIME to reduce almost all Kogan.com prices by 10% at checkout. Shop now [link] T&Cs Apply*" to approximately 930,000 consumers; and
 - (ii) emails containing statements such as "*Use code TAXTIME to reduce prices by 10% at checkout*", "*48 hours left!*", "*Ends midnight tonight!*" and "*Ends midnight*" to approximately 25.7 million consumers. Examples of the emails which Kogan caused to be sent to consumers advertising the promotion are contained in **Annexure 2**.
- 8 By the statements contained in these website banners, SMS and eDM communications, Kogan represented to consumers that:
- (a) if consumers purchased products during the Tax Time Promotion and used the code "TAXTIME" at checkout, they would receive a 10% discount off the price at which these products were available for sale for a reasonable period before the Tax Time Promotion (the **10% Discount Representation**); and
 - (b) consumers had a limited opportunity, if they purchased products during the Tax Time Promotion and used the code "TAXTIME" at checkout, to receive a 10% discount off the price at which these products would be available for sale for a reasonable period after the Tax Time Promotion (the **Limited Time Discount Representation**).
- 9 Contrary to the 10% Discount Representation, a consumer who purchased certain products during the Tax Time Promotion and used the code "TAXTIME" did not receive a 10%

discount off the price at which the products were available for sale for a reasonable period before the Tax Time Promotion (other than in respect of 22 products identified in Annexure 3 whose prices were reduced for one day on 28 June 2018), because:

- (a) on 26 June 2018, Kogan and Kogan HK increased the price of 621 products they offered for sale on the website (**Affected Products**), in many cases by at least 10%. The Affected Products and their pricing information are identified in **Annexure 3**; and
- (b) for a reasonable period before 26 June 2018, the price of most of the Affected Products had remained unchanged.

10 Contrary to the Limited Time Discount Representation, a consumer who purchased an Affected Product during the Tax Time Promotion and used the code "TAXTIME" did not receive a 10% discount off the price at which the product was available for sale for a reasonable period after the Tax Time Promotion (other than in respect of 25 products identified in Annexure 3 whose prices were reduced for one day on 28 June 2018), because:

- (a) on 2 July 2018, Kogan and Kogan HK reduced the price of the Affected Products, in many cases by at least 10%; and
- (b) for a reasonable period after 2 July 2018, the price of most of the Affected Products remained unchanged.

RELIEF SOUGHT FROM THE COURT

11 The ACCC seeks the relief sought in the accompanying Originating Application, which includes declarations, injunctions, pecuniary penalties, corrective notices and costs.

PRIMARY LEGAL GROUNDS FOR THE RELIEF SOUGHT

12 The 10% Discount Representation and the Limited Time Discount Representation were false, misleading or deceptive and/or likely to mislead or deceive consumers for the reasons set out in paragraphs 9 and 10 above.

13 Insofar as the Limited Time Discount Representation was a representation as to future matters, the ACCC relies on s 4 of the ACL and alleges that Kogan did not have reasonable grounds for making it.

14 By making the 10% Discount Representation and the Limited Time Discount Representation, Kogan, in connection with the supply, possible supply and/or promotion of goods (relevantly the Affected Products) made false or misleading representations with respect to the price of goods, in contravention of ss 18 and 29(1)(i) of the ACL.

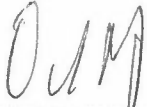
ALLEGED HARM

- 15 Kogan's conduct, in increasing prices before the promotion and decreasing prices after the promotion, eroded any real discount offered to consumers by the promotion. As a result of Kogan's conduct described above, consumers were or were likely to have been misled about the value of the purported discount offered on Affected Products through the Tax Time Promotion. The conduct is likely to have enticed consumers to purchase Affected Products through the website during the Tax Time Promotion. The harm that was or was likely to have been suffered by consumers includes the loss, or serious distortion, of genuine consumer choice. Kogan's conduct may also have unfairly disadvantaged its competitors.

Certificate of lawyer

I Daniel Marquet certify to the Court that, in relation to the statement of claim filed on behalf of the Applicant, the factual and legal material available to me at present provides a proper basis for each allegation in the pleading.

Date: 22 May 2019



Signed by Daniel John Marquet
Lawyer for the Applicant

Annexure 1

Example product page provided to the ACCC by Kogan on 9 November 2018.

Example Product Page: 9am Jun 27th - 11.59pm Jun 30th

(Note: we don't keep records of what product pages looked like at a certain point in time, so we've re-created a screenshot using the banners we had live at the time).

All products eligible for the TAXTIME promotion had a banner on them during the sale.

The screenshot shows the Kogan.com website interface. At the top, there is a search bar and navigation links for 'Shop by Department', 'Recently Viewed', 'Brands', and 'Hot Deals'. The main product is the 'Kogan 55" Smart HDR 4K LED TV (Series 8 MU8010)'. The product image shows the TV with 'SMART' text on the screen. To the left of the image are icons for '55"', 'ULTRA HD 4K', 'SMART', 'HDR', and 'CANSTAR'. Above the image are logos for 'NETFLIX', 'YouTube', 'Screencast', and 'freeview+'. To the right of the image, the price is listed as '\$559' with a 'Delivery' icon and a note 'Leaves warehouse in 1-2 business days'. Below the price is an 'ADD TO CART' button and an 'Add to Wishlist' link. Further down, there is a 'Qantas Points' section and a 'Finance available' section with 'zip' logo. A large red banner across the middle of the page reads 'USE CODE TAXTIME TO REDUCE PRICES BY 10% AT CHECKOUT'. Below this banner is the 'Kogan.com Exclusive Brand' logo and a list of features: '4K Ultra HD 3840 x 2160 resolution at 60Hz', 'High Dynamic Range (HDR) for a viewing experience that is incredibly real', 'Easy access buttons for Netflix and YouTube', 'Freeview Plus (ABC iView, SBS On Demand, 7Plus, 9Now, tenplay)', 'Screen mirroring for Android and Windows 10 devices', 'Rapid 9ms response times so every frame renders in perfect clarity', and 'Quality LG panel'. At the bottom, another red banner repeats the 'USE CODE TAXTIME TO REDUCE PRICES BY 10% AT CHECKOUT' message, with a 'SHOP NOW' button to the right.

USE CODE TAXTIME
TO REDUCE PRICES BY 10% AT CHECKOUT

USE CODE TAXTIME
TO REDUCE PRICES BY 10% AT CHECKOUT

SHOP NOW

Annexure 2

Example emails provided to the ACCC by Kogan on 9 November 2018.

The screenshot shows a promotional email from Kogan.com. At the top, the Kogan.com logo is displayed with a '7' next to it. Below the logo is a navigation bar with links for 'The Phones', 'Appliances', 'Home', 'Fashion', 'Health & Beauty', 'Kogan Travel', 'Kogan Mobile', and 'More'. The main content area is a red banner with the text 'USE CODE TAXTIME TO REDUCE PRICES BY 10% AT CHECKOUT*'. Below this are several product categories, each with a 'SHOP NOW' button and a 'TAXTIME' badge. The categories include:

- SMARTPHONES**: Offers on Apple, Samsung, Google & More. Prices shown are \$809* and \$1106*.
- LED TVS**: Australia's Best Value TVs Just Got Better! Price shown is \$116*.
- HEATERS** and **APPLIANCES**: Both sections include a 'Use Code TAXTIME' button and a 'SHOP NOW' button.
- SHOES & FASHION**: Must-See Huarache, Gel Kayano & Converse Bargains. Prices shown are \$53* and \$71*.
- LAPTOPS, TABLETS & MONITORS** and **MANCHESTER**: Both sections include a 'Use Code TAXTIME' button and a 'SHOP NOW' button.
- ALREADY ON SALE**: Already Huge Discounts - Reduce By an Extra 10%!

*Excludes Kogan Travel, Kogan Mobile and Prosele products. Use the code "TAXTIME" to reduce prices by 10% at checkout. Offer ends 30 June 2018 at 11:59pm (AEST) unless extended. Code does not apply to orders made on iOS or Android apps. Codes cannot be used with any other offer. For instructions on how to redeem a code, click here.

Please include postage unless otherwise stated. You're looking at a great deal - you're not looking at the Kogan.com. Mailbox 100.

kogan.com

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 151 Wellington Street, South Brisbane, QLD 4101

Manage Preferences
 Unsubscribe
 Contact Us
 Refer a Friend
 Terms & Conditions
 Privacy Policy
 Help Center
 Spam Act Policy

Four Kogan.com logos with different sub-brand names: Kogan Mobile, Kogan Internet, Kogan Toys, and Kogan Playthings.

LED TVs • Phones • Appliances • Laptops & Tablets • Audio • Cameras • Sports & Outdoors
 Tools & Auto • Heating and Cooling • Toys & Gadgets • Shoes & Fashion

USE CODE **TAXTIME**
TO REDUCE PRICES BY 10% AT CHECKOUT

#FRUGALFRIDAY - 49 HOURS LEFT!

PRODUCTIVITY POWERHOUSE



\$188*

A 2-in-1 Tablet and Laptop for an Unbelievable Price

SHOP THE FULL RANGE



\$242*

40MP Left to Go - Epic ECFY "Pixel"



Kogan Agora 8 4G LTE

\$116*



Kogan 24" Full HD IPS 75Hz Flatmate Monitor

\$152*

UP TO 46% OFF*



\$26*

Last Days for Potential Tax Deductions!

NETWORKING DEALS



\$17*

Get a Better Connection for Better Productivity

UP TO 58% OFF*



\$53*

Already on Sale. Use TAXTIME for Even Bigger Bargains!



Kogan Active Noise Cancelling Bluetooth Headphones

\$89*



Kogan Pro Urban DJ Studio Bluetooth Headphones

\$26*

CHARGE ON THE GO



\$17*

Make Sure You Never Run Out of Battery Again



Portable Bluetooth Karaoke Microphone with Built-in Speaker

\$35*



Cable and Gadget Organizer

\$8*

*Includes Kogan Track, Kogan Huber and various USBs. Use the code TAXTIME to reduce prices by 10% at checkout. Offer ends 20/11/2015 11:59PM AEST. Some items may not apply to orders made via iOS or Android apps. Codes cannot be used with other offers. For more details on how to receive a code, visit [http://www.kogan.com](#). Prices, availability and shipping are correct at the time of print and are subject to change.

BIG BRAND TECH BARGAINS

ENDS MIDNIGHT TONIGHT!

Dyson Cyclone V10 Absolute Cordless Stick Vacuum Cleaner

\$899*

PRE-PAID

USE CODE **TAXTIME**

SHOW NOW →

Microsoft Surface Laptop (12.3" 256GB, 8GB RAM) Core i7 Intel Processor

\$899*

PRE-PAID

USE CODE **TAXTIME**

SHOW NOW →

Apple MacBook

\$899*

PRE-PAID

USE CODE **TAXTIME**

SHOW NOW →

Apple iPad

\$413*

PRE-PAID

USE CODE **TAXTIME**

SHOW NOW →

Google Pixel

\$539*

PRE-PAID

USE CODE **TAXTIME**

SHOW NOW →

Big Brand Over-Ear Headphones

\$21*

PRE-PAID

USE CODE **TAXTIME**

SHOW NOW →

SMART

Kogan LED TV

\$116*

PRE-PAID

USE CODE **TAXTIME**

SHOW NOW →

ENDS MIDNIGHT

USE CODE **TAXTIME**

TO REDUCE PRICES BY 10% AT CHECKOUT

SHOW NOW →

*Excludes Kogan Travel and Kogan Mobile products and selected prestige products. Use the code 'TAXTIME' to reduce prices by 10% at checkout. Offer ends 30 June 2018 at 11:59pm (AEST) unless extended. Code does not apply to orders made on iOS or Android apps. Codes cannot be used with any other offer. For instructions on how to redeem a code, click here.

Annexure 3 to Concise Statement - pricing information for the Affected Products

#	Product name	Price on 24 June	Price on 25 June	Price on 26 June to 27 June (see 9(a) of CS)	Price on 28 June	Price on 29 June to 1 July	Price on 2 July (see 10(a) of CS)	# days that the price before 26 June was unchanged (up to 13 June) (see 9(b) of CS)	% price increase from 24 June to 26 June (see 9(a) of CS)	Did the price reduce on 28 June to the price on 24 June or lower? (see 9 of CS)	Did the price reduce on 28 June to the price on 2 July or lower? (see 10 of CS)	# days that the price after 2 July was unchanged (up to 14 July) (see 10(b) of CS)	% price reduction from 30 June to 2 July (see 10(a) of CS)
1	Apple 15" MacBook Pro with Touch Bar (2.9Ghz i7, 512GB, Silver) - MPTV2	\$ 3,649	\$ 3,649	\$ 4,149	\$ 4,149	\$ 4,149	\$ 3,649	13	14%	No	No	13	-12%
2	Apple 15" MacBook Pro with Touch Bar (2.9Ghz i7, 512GB, Space Grey) - MPTT2	\$ 3,649	\$ 3,649	\$ 4,149	\$ 4,149	\$ 4,149	\$ 3,649	13	14%	No	No	13	-12%
3	Olympus M.Zuiko Digital 300mm f/4 IS Pro Lens	\$ 3,539	\$ 3,539	\$ 3,829	\$ 3,829	\$ 3,829	\$ 3,459	11	8%	No	No	11	-10%
4	Apple 15" MacBook Pro with Touch Bar (2.8Ghz i7, 256GB, Space Grey) - MPTR2	\$ 3,199	\$ 3,199	\$ 3,549	\$ 3,549	\$ 3,549	\$ 3,149	13	11%	No	No	13	-11%
5	Apple 15" MacBook Pro with Touch Bar (2.8Ghz i7, 256GB, Silver) - MPTU2	\$ 3,149	\$ 3,149	\$ 3,549	\$ 3,449	\$ 3,549	\$ 2,999	11	13%	No	No	13	-15%
6	Nikon D810 DSLR Camera - Body Only	\$ 3,099	\$ 3,099	\$ 3,349	\$ 3,349	\$ 3,349	\$ 3,199	11	8%	No	No	11	-4%
7	Microsoft Surface Pro (1TB, i7, 16GB RAM)	\$ 2,999	\$ 2,999	\$ 3,349	\$ 3,349	\$ 3,349	\$ 3,199	11	12%	No	No	11	-4%
8	Nikon AF-S NIKKOR 80-400mm f/4.5-5.6G ED VR Lens	\$ 2,899	\$ 2,899	\$ 3,139	\$ 3,139	\$ 3,139	\$ 2,929	11	8%	No	No	11	-7%
9	Nikon AF-S NIKKOR 70-200mm f/2.8G ED VR II Lens	\$ 2,799	\$ 2,799	\$ 3,029	\$ 3,029	\$ 3,029	\$ 2,779	11	8%	No	No	11	-8%
10	Apple 13" MacBook Pro with Touch Bar (3.1GHz i5, 512GB, Silver) - MPXY2	\$ 2,749	\$ 2,749	\$ 3,099	\$ 2,949	\$ 3,099	\$ 2,699	13	13%	No	No	13	-13%
11	Apple 13" MacBook Pro with Touch Bar (3.1GHz i5, 512GB, Space Grey) - MPXW2	\$ 2,749	\$ 2,749	\$ 3,099	\$ 2,949	\$ 3,099	\$ 2,699	13	13%	No	No	13	-13%
12	Microsoft 13.5" Surface Book 2 (256GB, i7, 8GB RAM)	\$ 2,699	\$ 2,699	\$ 2,849	\$ 2,849	\$ 2,849	\$ 2,699	13	6%	No	No	13	-5%
13	Microsoft Surface Pro (512GB, i7, 16GB RAM)	\$ 2,599	\$ 2,599	\$ 2,849	\$ 2,849	\$ 2,849	\$ 2,549	11	10%	No	No	4	-11%
14	Nikon D750 DSLR Camera AF-S 24-120 VR Lens Kit	\$ 2,569	\$ 2,569	\$ 2,999	\$ 2,999	\$ 2,999	\$ 2,669	11	17%	No	No	11	-11%
15	Apple 13" MacBook Pro with Touch Bar (3.1GHz i5, 256GB, Silver) - MPXX2	\$ 2,399	\$ 2,399	\$ 2,799	\$ 2,669	\$ 2,799	\$ 2,299	13	17%	No	No	13	-18%
16	Apple 13" MacBook Pro with Touch Bar (3.1GHz i5, 256GB, Space Grey) - MPXV2	\$ 2,399	\$ 2,399	\$ 2,799	\$ 2,669	\$ 2,799	\$ 2,299	10	17%	No	No	13	-18%
17	Microsoft Surface Book (512GB, i7, 16GB RAM, Nvidia dGPU)	\$ 2,399	\$ 2,399	\$ 2,599	\$ 2,599	\$ 2,599	\$ 2,349	11	8%	No	No	11	-10%
18	Nikon AF-S NIKKOR 24mm f/1.4G ED Lens	\$ 2,299	\$ 2,299	\$ 2,489	\$ 2,489	\$ 2,489	\$ 2,359	13	8%	No	No	11	-5%
19	Apple 12" MacBook (512GB, 1.3GHz i5, Gold) - MNYL2	\$ 2,099	\$ 2,099	\$ 2,449	\$ 2,369	\$ 2,449	\$ 2,149	11	17%	No	No	13	-12%
20	Apple 12" MacBook (512GB, 1.3GHz i5, Rose Gold) - MNYN2	\$ 2,099	\$ 2,099	\$ 2,449	\$ 2,369	\$ 2,449	\$ 2,149	11	17%	No	No	13	-12%
21	Apple 12" MacBook (512GB, 1.3GHz i5, Silver) - MNYJ2	\$ 2,099	\$ 2,099	\$ 2,449	\$ 2,369	\$ 2,449	\$ 2,149	10	17%	No	No	13	-12%
22	Apple 13" MacBook Pro (2.3GHz i5, 256GB, Silver) - MPXU2	\$ 2,049	\$ 2,049	\$ 2,349	\$ 2,299	\$ 2,349	\$ 2,029	13	15%	No	No	13	-14%
23	Apple 13" MacBook Pro (2.3GHz i5, 256GB, Space Grey) - MPXT2	\$ 2,049	\$ 2,049	\$ 2,349	\$ 2,299	\$ 2,349	\$ 2,029	13	15%	No	No	13	-14%
24	Fujifilm Fujinon XF 50-140mm f/2.8 R LM OIS WR Lens	\$ 1,849	\$ 1,849	\$ 1,999	\$ 1,999	\$ 1,999	\$ 1,869	11	8%	No	No	13	-7%
25	Apple 13" MacBook Pro (2.3GHz i5, 128GB, Silver) - MPXR2	\$ 1,799	\$ 1,799	\$ 1,969	\$ 1,949	\$ 1,969	\$ 1,699	13	9%	No	No	13	-14%
26	Apple 13" MacBook Pro (2.3GHz i5, 128GB, Space Grey) - MPXQ2	\$ 1,799	\$ 1,799	\$ 1,939	\$ 1,939	\$ 1,939	\$ 1,699	13	8%	No	No	13	-12%
27	Nikon D7500 with AF-S DX NIKKOR 18-140mm f/3.5-5.6G ED VR Lens	\$ 1,799	\$ 1,799	\$ 1,949	\$ 1,949	\$ 1,949	\$ 1,789	11	8%	No	No	11	-8%
28	Apple 13" MacBook Pro (2.3GHz i5, 256GB, Silver) - MPXU2 - Apple Certified Refurbished	\$ 1,749	\$ 1,749	\$ 1,919	\$ 1,869	\$ 1,919	\$ 1,619	13	10%	No	No	13	-16%
29	Apple 13" MacBook Pro (2.3GHz i5, 256GB, Space Grey) - MPXT2 - Apple Certified Refurbished	\$ 1,749	\$ 1,749	\$ 1,919	\$ 1,869	\$ 1,919	\$ 1,619	13	10%	No	No	13	-16%
30	Apple iPhone X (256GB, Silver)	\$ 1,749	\$ 1,749	\$ 1,999	\$ 1,999	\$ 1,999	\$ 1,729	13	14%	No	No	13	-14%
31	Apple iPhone X (256GB, Space Grey)	\$ 1,749	\$ 1,749	\$ 1,999	\$ 1,999	\$ 1,999	\$ 1,729	13	14%	No	No	13	-14%
32	Apple 12" MacBook (256GB, 1.2GHz m3, Gold) - MNYK2	\$ 1,709	\$ 1,709	\$ 2,099	\$ 1,979	\$ 2,099	\$ 1,649	11	23%	No	No	13	-21%
33	Apple 12" MacBook (256GB, 1.2GHz m3, Rose Gold) - MNYM2	\$ 1,709	\$ 1,709	\$ 2,099	\$ 1,979	\$ 2,099	\$ 1,649	11	23%	No	No	13	-21%
34	Apple 12" MacBook (256GB, 1.2GHz m3, Silver) - MNYH2	\$ 1,709	\$ 1,709	\$ 2,099	\$ 1,979	\$ 2,099	\$ 1,649	11	23%	No	No	13	-21%
35	Apple 12" MacBook (256GB, 1.2GHz m3, Space Grey) - MNYF2	\$ 1,709	\$ 1,709	\$ 2,099	\$ 1,979	\$ 2,099	\$ 1,649	11	23%	No	No	13	-21%
36	Apple iPad Pro 12.9" (512GB, Cellular, Gold, 2017 Edition)	\$ 1,699	\$ 1,699	\$ 1,869	\$ 1,749	\$ 1,869	\$ 1,599	11	10%	No	No	13	-14%
37	Apple iPad Pro 12.9" (512GB, Cellular, Silver, 2017 Edition)	\$ 1,699	\$ 1,699	\$ 1,869	\$ 1,749	\$ 1,869	\$ 1,599	11	10%	No	No	13	-14%
38	Microsoft Surface Laptop (256GB, i5, 8GB RAM, Platinum)	\$ 1,649	\$ 1,649	\$ 1,839	\$ 1,749	\$ 1,839	\$ 1,649	13	12%	No	No	13	-10%
39	Nikon AF-S NIKKOR 200-500mm f/5.6E ED VR Lens	\$ 1,649	\$ 1,649	\$ 1,789	\$ 1,789	\$ 1,789	\$ 1,649	11	8%	No	No	13	-8%
40	Apple 13" MacBook Pro (2.3GHz i5, 128GB, Space Grey) - MPXQ2 - Apple Certified Refurbished	\$ 1,599	\$ 1,599	\$ 1,719	\$ 1,675	\$ 1,719	\$ 1,449	11	8%	No	No	13	-16%
41	Microsoft Surface Pro (256GB, i5, 8GB RAM)	\$ 1,599	\$ 1,599	\$ 1,769	\$ 1,769	\$ 1,769	\$ 1,599	11	11%	No	No	13	-10%
42	Apple 13" MacBook Pro (2.3GHz i5, 128GB, Silver) - MPXR2 - Apple Certified Refurbished	\$ 1,599	\$ 1,599	\$ 1,719	\$ 1,675	\$ 1,719	\$ 1,449	10	8%	No	No	13	-16%
43	Apple iPad Pro 12.9" (512GB, Wi-Fi, Gold, 2017 Edition)	\$ 1,599	\$ 1,599	\$ 1,949	\$ 1,879	\$ 1,949	\$ 1,629	13	22%	No	No	11	-16%
44	Apple iPad Pro 12.9" (512GB, Wi-Fi, Silver, 2017 Edition)	\$ 1,599	\$ 1,599	\$ 1,949	\$ 1,879	\$ 1,949	\$ 1,629	13	22%	No	No	11	-16%
45	Apple iPad Pro 12.9" (512GB, Wi-Fi, Space Grey, 2017 Edition)	\$ 1,599	\$ 1,599	\$ 1,949	\$ 1,879	\$ 1,949	\$ 1,629	13	22%	No	No	11	-16%
46	Dell XPS 13 9365 2-in-1 QHD Laptop (16GB RAM, i7, 512GB, Silver) - Certified Refurbished	\$ 1,599	\$ 1,599	\$ 1,725	\$ 1,659	\$ 1,725	\$ 1,399	13	8%	No	No	11	-19%
47	Microsoft Surface Book (256GB, i7, 8GB RAM, Nvidia dGPU) - Certified Refurbished	\$ 1,599	\$ 1,599	\$ 1,899	\$ 1,899	\$ 1,899	\$ 1,399	13	6%	No	No	11	-18%
48	Nikon D7200 DSLR Camera with 18-200mm AF-S VR II Lens	\$ 1,549	\$ 1,549	\$ 1,769	\$ 1,769	\$ 1,769	\$ 1,599	11	14%	No	No	11	-10%
49	Apple iPhone X (64GB, Silver)	\$ 1,519	\$ 1,519	\$ 1,749	\$ 1,749	\$ 1,749	\$ 1,499	13	15%	No	No	13	-14%

#	Product name	Price on 24 June	Price on 25 June	Price on 26 June to 27 June (see 9(a) of CS)	Price on 28 June	Price on 29 June to 1 July	Price on 2 July (see 10(a) of CS)	# days that the price before 26 June was unchanged (up to 13 June) (see 9(b) of CS)	% price increase from 24 June to 26 June (see 9(a) of CS)	Did the price reduce on 28 June to the price on 24 June or lower? (see 9 of CS)	Did the price reduce on 28 June to the price on 2 July or lower? (see 10 of CS)	# days that the price after 2 July was unchanged (up to 14 July) (see 10(b) of CS)	% price reduction from 30 June to 2 July (see 10(a) of CS)
601	Google Chromecast Audio - Australian Model	\$ 54	\$ 54	\$ 59	\$ 59	\$ 59	\$ 54	13	9%	No	No	11	-8%
602	Google Home Mini (Chalk)	\$ 54	\$ 54	\$ 62	\$ 62	\$ 62	\$ 49	13	15%	No	No	1	-21%
603	Google Home Mini (Charcoal)	\$ 54	\$ 54	\$ 62	\$ 62	\$ 62	\$ 49	13	15%	No	No	1	-21%
604	Google Home Mini (Coral)	\$ 54	\$ 54	\$ 62	\$ 62	\$ 62	\$ 49	13	15%	No	No	1	-21%
605	Hoya HD UV Filter - 52mm	\$ 49	\$ 49	\$ 59	\$ 59	\$ 59	\$ 49	13	20%	No	No	13	-17%
606	Xiaomi Body Composition Smart Scale	\$ 49	\$ 49	\$ 59	\$ 59	\$ 59	\$ 49	13	20%	No	No	13	-17%
607	B+W F-Pro 010 UV Haze MRC Filter - 52mm	\$ 49	\$ 49	\$ 59	\$ 59	\$ 59	\$ 49	13	20%	No	No	11	-17%
608	Xiaomi 10000mAh Mi Power Bank Pro (Gold)	\$ 47	\$ 47	\$ 59	\$ 59	\$ 59	\$ 49	13	25%	No	No	13	-17%
609	YI Wireless Indoor Security Camera (Black)	\$ 45	\$ 45	\$ 49	\$ 49	\$ 49	\$ 39	13	9%	No	No	13	-20%
610	YI Wireless Indoor Security Camera (White)	\$ 45	\$ 45	\$ 49	\$ 49	\$ 49	\$ 39	13	9%	No	No	13	-20%
611	Xiaomi Mi In-Ear Headphone Pro HD (Silver)	\$ 39	\$ 39	\$ 49	\$ 49	\$ 49	\$ 39	13	26%	No	No	10	-20%
612	Apple EarPods with 3.5mm Headphone Plug - (2 Pack)	\$ 38	\$ 38	\$ 49	\$ 49	\$ 49	\$ 45	13	29%	No	No	13	-8%
613	Base for Google Home (Fabric, Violet)	\$ 29	\$ 29	\$ 39	\$ 39	\$ 39	\$ 29	13	34%	No	No	13	-26%
614	Samsung In-Ear Headphones (White)	\$ 29	\$ 29	\$ 39	\$ 39	\$ 39	\$ 29	13	34%	No	No	11	-26%
615	Xiaomi 5000mAh Mi Power Bank 2 (Silver)	\$ 25	\$ 25	\$ 29	\$ 29	\$ 29	\$ 19	13	16%	No	No	13	-34%
616	Apple 5W USB Power Adapter	\$ 20	\$ 20	\$ 29	\$ 29	\$ 29	\$ 25	13	45%	No	No	13	-14%
617	Apple Lightning to USB Cable (1m)	\$ 19	\$ 19	\$ 29	\$ 29	\$ 29	\$ 19	13	53%	No	No	13	-34%
618	Base for Google Home (Fabric, Mango)	\$ 19	\$ 19	\$ 39	\$ 39	\$ 39	\$ 29	13	105%	No	No	13	-26%
619	Samsung Car Adapter - Micro USB Fast Charger (9V)	\$ 19	\$ 19	\$ 29	\$ 29	\$ 29	\$ 19	13	53%	No	No	13	-34%
620	ISAW Headstrap Mount	\$ 15	\$ 15	\$ 19	\$ 19	\$ 19	\$ 9	13	27%	No	No	13	-53%
621	ISAW Mount Bag	\$ 15	\$ 15	\$ 19	\$ 19	\$ 19	\$ 9	13	27%	No	No	13	-53%