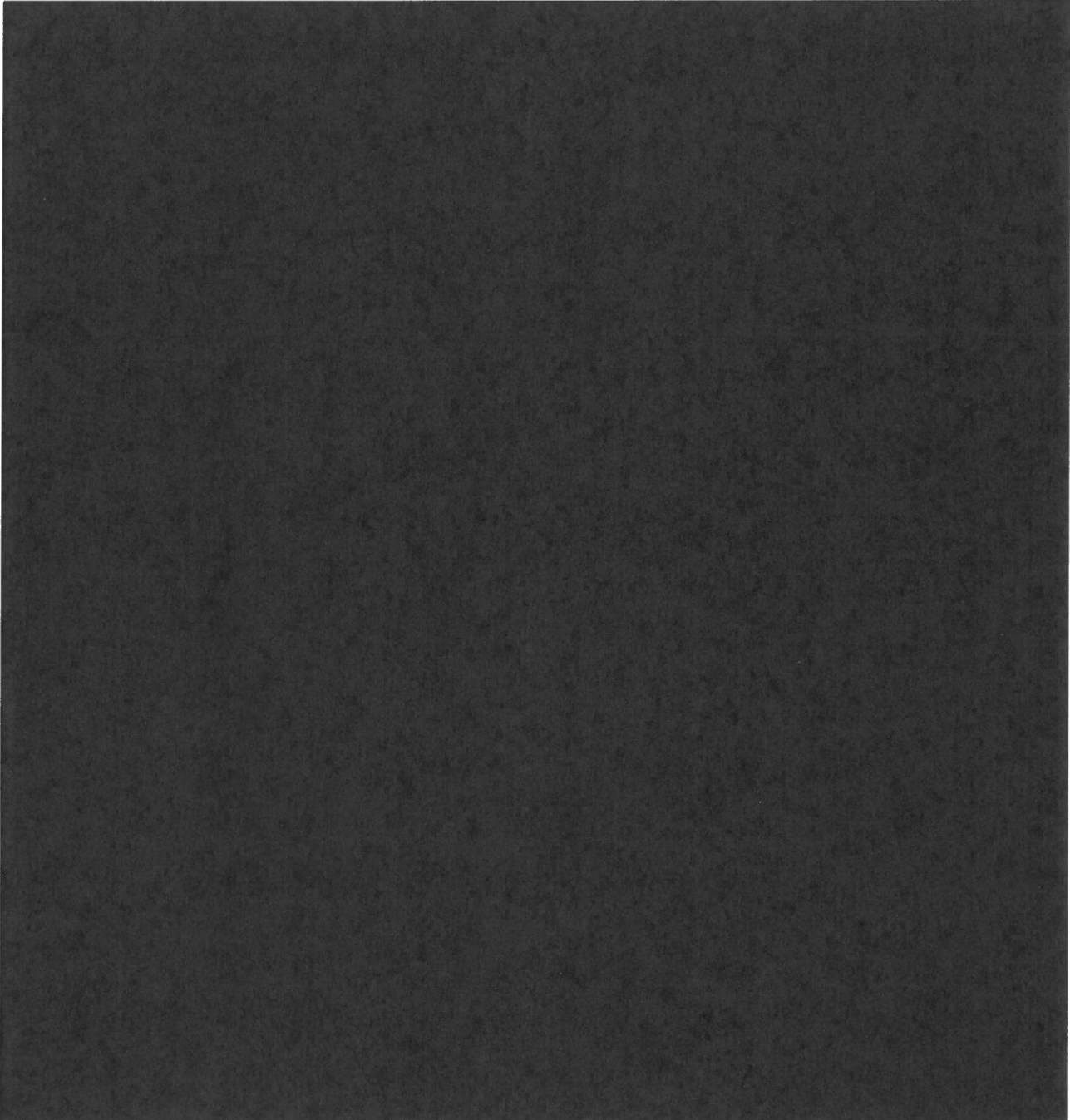


4.6 **Changes to Informed Sources' Motormouth application** – On 13 April 2014, Informed Sources released changes to the Motormouth (subsidiary of Informed Sources) smartphone

application. The app provides consumers with information on the location, prices, facilities and fuel types available at sites in every capital city and over 300 regional centres for up to seven fuel types.

- 4.7 Previously, the app provided consumers with a 'buy below' price for a particular suburb, information on the duration of a current price cycle and the high and low points of a previous cycle for the relevant capital city. The app also provided consumers with information on the current 'buying climate', when it was best to buy fuel and special offers in particular suburbs.
  - 4.8 The revised version now provides consumers with fuel prices at individual service stations (the closest 20 sites within a 20km radius of the user). The app provides price information for certain OPW subscribers only – information about Coles Express sites is provided but not the prices at those sites.
  - 4.9 Staff note that the Motormouth website has been providing consumers with site specific fuel prices for a number of years. It seems the data now available through the app is the same as the data provided on the Motormouth website. Users are cautioned that the prices shown may be up to 24 hours old.
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This page and the subsequent 12 pages have been redacted on the basis that they are exempt from release / irrelevant to this FOI request.

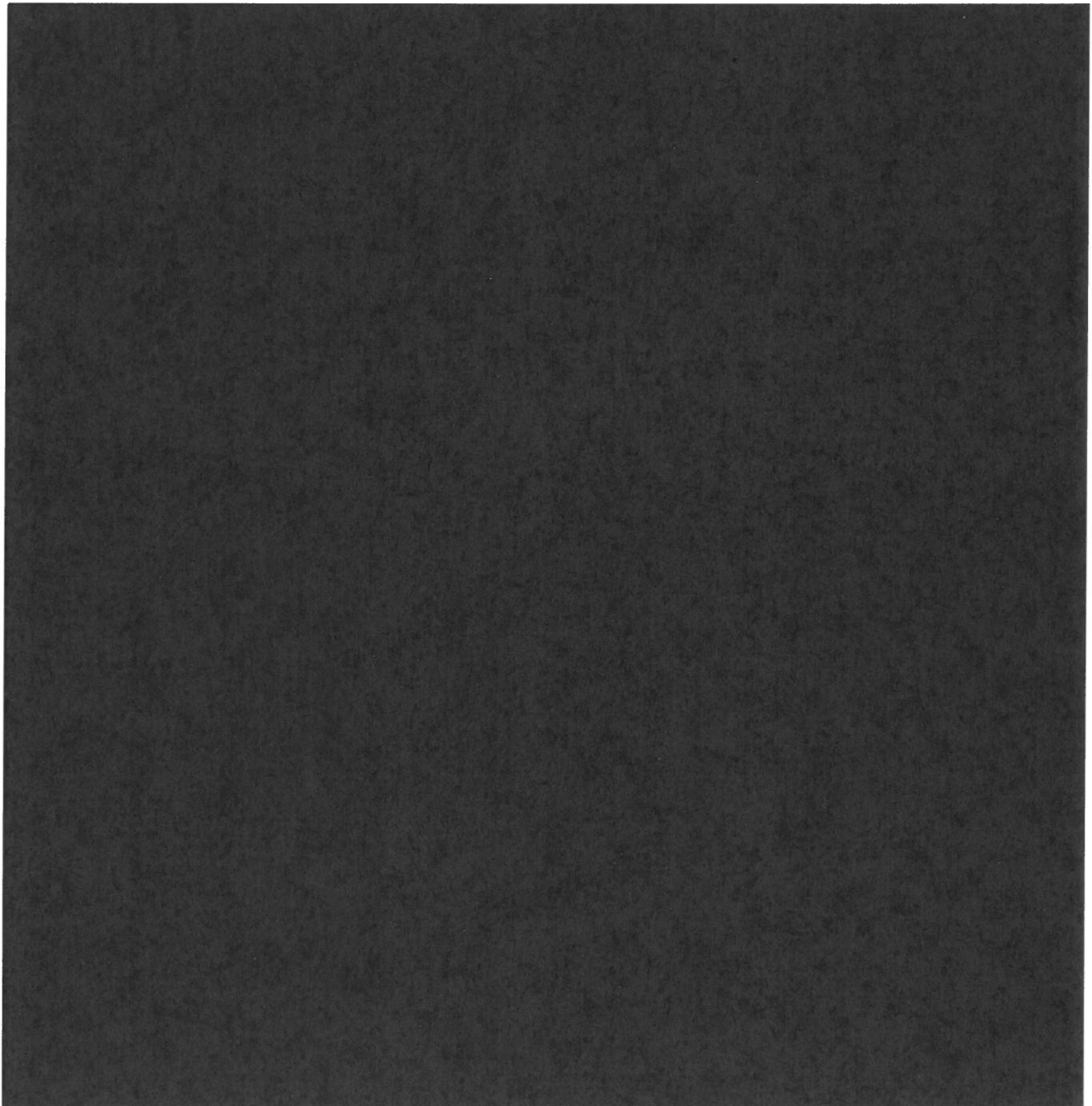
4.8.2 From September 2010 to March 2012, Petrol Price Data as at 8am and 4pm was published on the Motormouth website, on a site basis twice a day with a 45 minute delay on the provision of that information.

4.8.3 On 15 July 2013 Informed Sources released the Motormouth smartphone App. This App does not provide the consumer with Petrol Price Data but gives a recommended 'buy below' price in a given area and information as to timing of cycles. [REDACTED]

4.8.4 Woolworths and United released smartphone Apps on 25 October 2012 and 5 September 2012 respectively, which list prices at their own sites. The Woolworths App also provides an average price based on data from the OPW Service. [REDACTED]

[REDACTED] Informed Sources has suggested that the United App is no longer available.

4.8.5 During the Relevant Period, consumers were generally reliant on physically viewing price boards to determine the prices of petrol at individual sites.



This page and the subsequent 117 pages have been redacted on the basis that they are exempt from release / irrelevant to this FOI request.