

Form G

Commonwealth of Australia
Trade Practices Act 1974 --- Sub-section 93(1)
**EXCLUSIVE DEALING
NOTIFICATION**

To the Australian Competition and Consumer Commission:

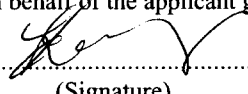
Notice is hereby given, in accordance with sub-section 93(1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to in sub-section 47(2), (3), (4), (5), (6) or (7), or paragraph 47 (8) (a), (b) or (c) or (9) (a), (b), (c) or (d) of that Act in which the person giving notice engages or proposes to engage.

(PLEASE READ DIRECTIONS AND NOTICES ON BACK OF FORM)

1. (a) Name of person giving notice VODAFONE PTY LTD
.....
(See Direction 2 on the back of this form)
(b) Short description of business carried on by that person
TELECOMMUNICATIONS SERVICES
.....
(c) Address in Australia for service of documents on that person
ATTN: CORPORATE COUNSEL, LEVEL 11, TOWER B, 799 PACIFIC HIGHWAY
CHATSWOOD NSW 2067
.....
2. (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates
SEE STARCASH CARD (\$5 WORTH)
TELECOMMUNICATIONS SERVICES
.....
(b) Description of the conduct or proposed conduct
SEE ANNEXED DOCUMENT
.....
(See Direction 4 on the back of this Form)
3. (a) Class or classes of persons to which the conduct relates
PURCHASERS OF TELECOMMUNICATIONS SERVICES
.....
(b) Number of those persons--
(i) At present time NONE
(ii) Estimated within the next year 2000
(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses
.....
.....
4. Names and address of person authorised by the person giving this notice to provide additional information in relation to this notice
EVAINE LEONG CORPORATE COUNSEL LEVEL 11 TOWER B,
799 PACIFIC HIGHWAY CHATSWOOD NSW 2067
PH: (02) 9425 8997
.....

Dated 6 SEPTEMBER 19 2002

Signed by/on behalf of the applicant giving notice


.....
(Signature)

EVAINE LEONG
.....
(Full Name)

CORPORATE COUNSEL
.....
(Description)

DIRECTIONS

1. If there is insufficient space on this form for the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the person giving the notice
2. If the notice is given by or on behalf of a corporation, the name of the corporation is to be inserted in item 1(a), not the name of the person signing the notice, and the notice is to be signed by a person authorised by the corporation to do so.
3. In item 1(b), describe that part of the business of the person giving the notice in the course of which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in sub-section 47(2), (3), (4), (5), (6), (7), (8) or (9) of the *Trade Practices Act 1974* have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. In item 3 (a), describe the nature of the business carried on by the persons referred to in that item.
6. In item 3(b) (ii), state an estimate of the highest number of persons with whom the person giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.

NOTICE

If this notification is in respect of conduct of a kind referred to in sub-section 47(6) or (7) or paragraph 47(8)(c) or (9) (d) of the *Trade Practices Act 1974* ("the Act"), it comes into force at the end of the period prescribed for the purposes of subsection 93(7a) of the Act ("the prescribed period") unless the Commission gives a notice under sub-section 93A(2) of the Act within the prescribed period, or this notification is withdrawn.

The prescribed period is 21 days (if this notification is given on or before 30 June 1996) or 14 days (if this notification is given after 30 June 1996), starting on the day when this notification is given.

If the Commission gives a notice under sub-section 93A(2) of the Act within the prescribed period, this notification will not come into force unless the Commission, after completing the procedures in section 93A of the Act, decides not to give a notice under subsection 93(3A) of the Act. The notification comes into force when that decision is made.

If this notification is in respect of conduct of a kind referred to in subsection 47(2), (3), (4) or (5), or paragraph 47(8)(a) or (b) or (9)(a), (b) or (c), of the Act, it comes into force when it is given.

**NOTIFICATION FOR THIRD LINE FORCING CONDUCT -
STATEMENT OF PUBLIC BENEFITS**

The Promotional Arrangement

There is a promotional arrangement between Vodafone Pty Limited, ACN 062 954 554 and Caltex Australia Petroleum Pty Ltd ACN 000 032 128 ("Promotional Arrangement").

The Promotional Arrangement consists of an offer to all individuals who purchase a specially marked No Plans™ Pre-Pay pack for \$29.95 RRP from any participating Caltex or Ampol outlet. The offer entitles an individual to a \$5 StarCash Card ("Card"). The Card entitles the individual to any goods or services available at any participating Caltex or Ampol outlet in accordance with the terms and conditions of use of the Card.

It is intended that the offer will be available between 18 September 2002 and 16 October 2002. Cards will expire approximately 6 months from the promotion start date.

Public Benefits

There are clear public benefits from the proposed conduct:

1. the public who receive the offer (intended to be all individuals holding a Card) will be entitled to \$5 worth of goods or services available at any participating Caltex or Ampol outlet, representing a real saving to consumers.
2. The proposed conduct is part of Vodafone's competitive market behaviour and as such is pro-competitive.
3. The offer in no way limits the genuine choice of consumers to purchase a good or service available at any participating Caltex or Ampol outlet or a Vodafone No Plans™ Pre-Pay pack without also purchasing another product.
4. The offer does not prevent consumers from making normal purchasing decisions based on price and quality for any product.
5. The offer in no way misleads consumers in relation to the price of any product.
6. The offer is not limited to any particular geographical area.

Public Detriment

There does not appear to be any significant potential public detriment from the Promotional Arrangement or the offer. It is possible, but unlikely, that a consumer may complain that they are not entitled to the offer.
