



FILE No:
DOC:
MARS/PRISM:

**Form G**

Commonwealth of Australia  
*Trade Practices Act 1974 — subsection 93 (1)*

**NOTIFICATION OF EXCLUSIVE DEALING**

To the Australian Competition and Consumer Commission:

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

**1. Applicant**

- (a) Name of person giving notice:

*Citigroup Pty Limited ABN 88 004 325 080 Na3204*

- (b) Short description of business carried on by that person:

*Banking and financial services*

- (c) Address in Australia for service of documents on that person:

*C/o Simon Chalmers  
Compliance Manager  
Compliance & Control Department  
Citigroup Pty Limited  
Citigroup Centre  
Level 11, 2 Park Street  
Sydney NS W 2000*

**2. Notified arrangement**

- (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

*Credit card facilities.*

- (b) Description of the conduct or proposed conduct:

*Citigroup Pty Limited is the credit provider of the Bank of Queensland branded credit card.*

*Applicants for these credit cards may be offered concessions (including reduced credit card interest rates or waived fees and charges) where they also hold certain consumer credit products provided by Bank of Queensland Limited.*

**3. Persons, or classes of persons, affected or likely to be affected by the notified conduct**

- (a) Class or classes of persons to which the conduct relates:  
*Customers and potential customers of Bank of Queensland.*
- (b) Number of those persons:
- (i) At present time:  
*Approximately 14,000.*
- (ii) Estimated within the next year:  
*Approximately 22,000*
- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:  
*N/A*

**4. Public benefit claims**

- (a) Arguments in support of notification:  
*Consumers will enjoy the benefit of lower credit card rates or fees and will provide Bank of Queensland with the opportunity to better compete in the highly competitive financial service market dominated by the four major banks.*
- (b) Facts and evidence relied upon in support of these claims:  
*Bank of Queensland currently has a small market share in the banking industry of 0.85% (Source: APRA July 2007).*  
*Collectively, the four major banks have an 80% share of the credit card market in Australia. (Source: APRA July 2007).*

**5. Market definition**

Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):

*Banking and financial services in the Australian market.*

**6. Public detriments**

- (a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:

*No detriment will result from the conduct, as:*

- *Bank of Queensland does not have significant market share in the banking and finance market;*
- *competition in the banking and finance market is highly competitive and consumers have the choice from a large number of credit providers; and*
- *the products involved are available to be purchased independent of these offers.*

- (b) Facts and evidence relevant to these detriments:

*The Bank of Queensland's current market share in the national banking and finance market is 0.85 % (Source: APRA July 2007).*

*In the Australian credit card market, there are over 70 issuers of credit card products. (Source: Cannex May 2007).*

**7. Further information**

- (a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

*C/o Simon Chalmers  
Compliance Manager  
Compliance & Control Department  
Citigroup Pty Limited  
Citigroup Centre  
Level 11, 2 Park Street  
Sydney NSW 2000*

*Telephone 02 8225 1492*



Dated 05 November 2007

Signed by/on behalf of the applicant:

A handwritten signature in cursive script, appearing to read "S. Chalmers".

.....  
Signature

Simon James Chalmers  
Citigroup Pty Limited  
Compliance Manager