

MALLESONS STEPHEN JAQUES

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21 September 2011

Dear Hannah and Imogen

Notification of Exclusive Dealing N95534 - SuperIQ Pty Ltd

Thank you for your telephone call of 8 September 2011 and your email of 19 September 2011, requesting further information from SuperIQ Pty Ltd ("SuperIQ") in relation to the number and/or names of its proposed preferred suppliers, and what process or standard it intends to apply in choosing its preferred suppliers.

We are instructed to respond to your request as follows.

1 SuperIQ's preferred suppliers

SuperIQ's proposed preferred suppliers are: [confidential]

**EXCLUDED FROM
PUBLIC REGISTER**

SuperIQ expects that it will add preferred suppliers and, possibly, remove preferred suppliers depending on their performance, as SuperIQ adds new offerings to its proposition, from time to time. Therefore, the list of preferred suppliers set out above should not be treated as a definitive list.

2 Basis on which SuperIQ selected its preferred suppliers

SuperIQ selected each of its proposed preferred suppliers based on a combination of factors including their reputation, SuperIO's knowledge of their capabilities, known previous experiences with each of them, and their ability to provide the level of integration and automation required to deliver efficiencies that will, in turn, allow SuperIQ to offer a lower price when these suppliers are used.

As outlined in SuperIQ's Notification of Exclusive Dealing, customers will not be compelled to use SuperIQ's preferred suppliers. They will still be able to obtain SuperIQ's services if they choose to use other suppliers.

Claim for confidentiality

The information in this letter about the identity of SuperIQ's proposed preferred suppliers is confidential to SuperIQ and SuperIQ is providing it in confidence to the Commission. SuperIQ has not yet launched its service and the release to the public, or sections of the public, of the identity of SuperIQ's proposed preferred suppliers would likely cause commercial detriment to SuperIQ, including because a potential competitor could free-ride off the work that SuperIQ has undertaken in selecting its preferred suppliers to launch a rival service without incurring the costs that SuperIQ has in identifying and assessing potential preferred suppliers.

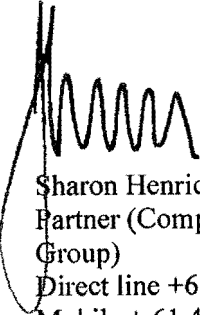
Therefore, until SuperIQ launches its service, which is currently expected to occur in the first quarter of 2012, SuperIQ requests, pursuant to section 95(2) of the *Competition and Consumer Act 2010* (Cth), that this information be excluded from the Commission's register by reason of the confidential nature of this information.

We attach a version of this letter with the confidential information redacted, which the Commission may place on its public register.

Please contact us if we can be of any further assistance.

Thank you for your assistance to date.

Yours sincerely



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