

Form G

Commonwealth of Australia
Competition and Consumer Act 2010 — 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 *Competition and Consumer Act 2010*, 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.

PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

- (a) Name of person giving notice:
(Refer to direction 2)

N96239 Queen Victoria Building Centre Management/ Ipoh Pty Ltd

- (b) Short description of business carried on by that person:
(Refer to direction 3)
Ipoh Pty Ltd is a retail property owner and manager specialising in prestige property. One of its major assets is Queen Victoria Building (QVB).

- (c) Address in Australia for service of documents on that person:
455 George Street, Sydney, NSW 2000

2. Notified arrangement

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

Ipoh/QVB is entering into an agreement with MasterCard to offer
Cardholders promotion as follows through their priceless cities program

1. Permanent offer until 31 December 2013: World Cardholders can park in
QVB valet parking, without having to pay the regular \$15 valet fee.
Normal parking charges apply.

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

Cardholder wishing to take advantage of the promotion will have to pay
using their MasterCard commencing 1 November 2012.
(Refer to direction 4)

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:
(Refer to direction 5)

Customers parking in Valet parking will be affected as the offer is only available if they use their MasterCard to pay for parking.

- (b) Number of those persons:

- (i) At present time:

0

- (ii) Estimated within the next year:
(Refer to direction 6)

1000

- (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:
(Refer to direction 7)

More people will use Valet Parking Service at QVB

- (b) Facts and evidence relied upon in support of these claims:

Proposal provided by MasterCard agents.

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):
(Refer to direction 8)

Cardholders may be encouraged to park at QVB rather than at competitor car parks. Purchases using an alternative credit card may reduce

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:
(Refer to direction 9)

None.

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

N/A.

7. Further information

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

Justine Saltmarsh

QVB Centre Management,

455 George Street, Sydney

92656800

Dated.....31-10-12.....

Signed by/on behalf of the applicant

(Signature)

Victor Gaspar

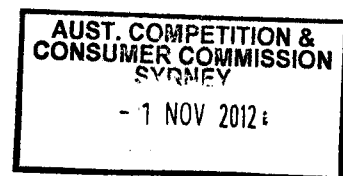
(Full Name)

Look Management Services Pty Ltd

(Organisation)

Group General Manager

(Position in Organisation)



DIRECTIONS

1. In lodging this form, applicants must include all information, including supporting evidence that they wish the Commission to take into account in assessing their notification.

Where there is insufficient space on this form to furnish the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the applicant.

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. Describe that part of the business of the person giving the notice in the course of the which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in section 47 of the *Competition and Consumer Act 2010* have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. Describe the business or consumers likely to be affected by the conduct.
6. State an estimate of the highest number of persons with whom the entity giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.
7. Provide details of those public benefits claimed to result or to be likely to result from the proposed conduct including quantification of those benefits where possible.
8. Provide details of the market(s) likely to be affected by the notified conduct, in particular having regard to goods or services that may be substitutes for the good or service that is the subject matter of the notification.
9. Provide details of the detriments to the public which may result from the proposed conduct including quantification of those detriments where possible.

Attention: Shane
Chrisholm

Form G

Commonwealth of Australia

Competition and Consumer Act 2010 — 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 *Competition and Consumer Act 2010*, 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.

PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

- (a) Name of person giving notice:
(Refer to direction 2)

N96240 Amusematte Australia Pty Ltd on behalf of Queen Victoria Building (QVB)

- (b) Short description of business carried on by that person:
(Refer to direction 3)

Digital Event Photography

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

Unit 46-47/28 Barcoo Street

Chatswood 2067

2. Notified arrangement

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

Amusematte Australia Pty Ltd on behalf of QVB is entering into an agreement with MasterCard to offer cardholders the following promotions through their Priceless Cities program:

1. Santa Photo package – available at QVB only from 17 November to 24 December. Price \$70, value \$155.85. Non MasterCard holders can purchase this package for \$86.80

2. MasterCard holders can receive a free low res version of their Santa photo at QVB for free. Non MasterCard holders will be charged \$3.

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

Cardholders wishing to take advantage of the offers will have to pay using their MasterCard commencing from 17 November 2012.

Refer to direction 4).

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:
(Refer to direction 5)

Cardholders purchasing the MasterCard offer will be affected as the offer is only available if they use their MasterCard to pay.

- (b) Number of those persons:

- (i) At present time:

NIL

- (ii) Estimated within the next year:
(Refer to direction 6)

500

- (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:
(Refer to direction 7)

More people will attend and purchase photo packages

- (b) Facts and evidence relied upon in support of these claims:

Offer only available to MasterCard holders

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):
(Refer to direction 8)

Cardholders may be encouraged to purchase QVB Santa photo packages rather than from competitors. Purchases using other credit cards may reduce.

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:

(Refer to direction 9)

None

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

N/A

7. Further information

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

Bridget Judge
Scene to Believe
PO Box 283
Chatswood NSW 2067

PH: 9417 1888

Dated 7/11/12

Signed by/on behalf of the applicant

(Signature)

(Full Name)

(Organisation)

(Position in Organisation)

DIRECTIONS

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3. Describe that part of the business of the person giving the notice in the course of the which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in section 47 of the *Competition and Consumer Act 2010* have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. Describe the business or consumers likely to be affected by the conduct.
6. State an estimate of the highest number of persons with whom the entity giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.
7. Provide details of those public benefits claimed to result or to be likely to result from the proposed conduct including quantification of those benefits where possible.
8. Provide details of the market(s) likely to be affected by the notified conduct, in particular having regard to goods or services that may be substitutes for the good or service that is the subject matter of the notification.
9. Provide details of the detriments to the public which may result from the proposed conduct including quantification of those detriments where possible.

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- (a) Name of person giving notice:
(Refer to direction 2)

N96241 Amusematte Australia Pty Ltd on behalf of Queen Victoria Building (QVB)

- (b) Short description of business carried on by that person:
(Refer to direction 3)

Digital Event Photography

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

Unit 46-47/28 Barcoo Street

Chatswood 2067

2. Notified arrangement

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

Amusematte Australia Pty Ltd on behalf of QVB is entering into an agreement with MasterCard to offer cardholders the following promotions through their Priceless Cities program:

1. Exclusive Santa Visit – MasterCard holders can book their exclusive visit with Santa at QVB between 8am and 9am from 13 to 24 December 2012.

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

Cardholders wishing to take advantage of the offer must book their place on the Priceless Cities website, subject to availability.

(Refer to direction 4).

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:
(Refer to direction 5)

Only cardholders will be affected as the offer is only available to book through the MasterCard Priceless Cities website

- (b) Number of those persons:

- (i) At present time:

NIL

- (ii) Estimated within the next year:
(Refer to direction 6)

120

- (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:
(Refer to direction 7)

More people will attend and purchase photo packages

- (b) Facts and evidence relied upon in support of these claims:

Offer only available to MasterCard holders, and additional hours traded

5. Market definition

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(Refer to direction 8)

Cardholders may be encouraged to purchase QVB Santa photo packages rather than from competitors. Purchases using other credit cards may reduce.

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:

(Refer to direction 9)

None

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

N/A

7. Further information

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

Bridget Judge
Scene to Believe
PO Box 283
Chatswood NSW 2067

PH: 9417 1888

Dated 7/11/12

Signed by/on behalf of the applicant

[Signature]
(Signature)

STEWART HUTTON
(Full Name)

AMUSEMATICS AUSTRALIA PTY LTD
(Organisation)

DIRECTOR
(Position in Organisation)

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