



**Australian
Competition &
Consumer
Commission**

Our Ref: C2012/355
Contact Officer: Imogen Hartcher-O'Brien
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23 May 2012

Brendan Trimnell
All Interactive Distribution
58 Kingston Drive
Gaven QLD 4211

Copied to:
Emma Zipper
General Counsel & Company Secretary
Bupa Australia Group
600 Glenferrie Rd
Hawthorn VIC 3122

Dear Mr Trimnell

Third line forcing notification N95841 lodged by All Interactive Distribution Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 April 2012. The notification has been placed on the ACCC's public register.

All Interactive Distribution Pty Ltd (AID) proposes to offer members of BUPA Australia Pty Ltd trading as Bupa, discounts on its regular prices from time to time.

Legal immunity conferred by the notification commenced on 14 May 2012.

On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that AID and Bupa will disclose all relevant terms and conditions to prospective clients.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Imogen Hartcher-O'Brien on (02) 6243 1049.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'R' followed by a long horizontal flourish.

Dr Richard Chadwick
General Manager
Adjudication Branch