



**Australian
Competition &
Consumer
Commission**

Our Ref: 52213
Contact Officer: Tanya Hobbs
Contact Number: 02 6243 1029

GPO Box 3131
Canberra ACT 2601

13 September 2013

23 Marcus Clarke Street
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Dear Ms Downes

Third line forcing notification N96956 lodged by Samsung Electronics Australia Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 10 September 2013. The notification has been placed on the ACCC's public register.

Samsung Electronics Australia Pty Ltd (Samsung) proposes to offer customers a bonus product or gift if the customer acquires Samsung products from participating third party retailers.

Legal protection conferred by the notification will commence on 24 September 2013.

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 legal protection provided 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 Samsung will disclose all relevant terms and conditions to prospective customers.

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 Tanya Hobbs on 02 6243 1029.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch