

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)

N97096

Pezah Pty Ltd ABN: 74081107806
T/As Kazbah Group.

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

Mid-high end Levantine / Moroccan / Middle-eastern Restaurant in Sydney providing Sydney public with above cuisine

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

PO Box 289 Balmain NSW 2041

or

379 Darling St Balmain NSW 2041

2. Notified arrangement

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

- Mid-high end Levantine / Moroccan / Middle Eastern Food.

Kazbah Group is entering into an agreement with Mastercard to offer cardholders promotions as follows through their priceless cities program:

1. Intermittent offer: buy one breakfast/lunch/dinner receive complimentary tin of Kazbah tea (one).

2. Intermittent offer: buy one dinner & receive one complimentary jar of Kazbah Spice.

- Intermittent offers - value add offers made quarterly, Page 1 of 5

(b) Description of the conduct or proposed conduct:
x Cardholders wishing to take advantage of
the promotions will have to pay using
their Mastercard commencing
22 November 2013 - 31 May 2014

(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
Master Card to pay.

(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 get to experience
the historical job of the Middle
East / Morocco.

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

Proposal provided by MasterCard
Agent.

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)

Card holder maybe encouraged to
purchase meals from Kabbal Group
rather than from competitors purchases
using Alternative 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:

Zahi Azzi
PO Box 289
Balmain NSW 2041

Dated 8/11/2013

Signed by/on behalf of the applicant

(Signature)

(Full Name)

(Organisation)

(Position in Organisation)

Pezah P/L TIA's Kazbah Group

Director