



**Australian
Competition &
Consumer
Commission**

Our Ref: 51452
Contact Officer: David Hatfield
Contact Number: 02 6243 1266

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4 June 2013

Ben Hamilton
Partner
Hall & Wilcox Lawyers
Level 30, 600 Bourke Street
Melbourne VIC 3000

Dear Mr Hamilton

Third line forcing notification N96768 lodged by Bendigo and Adelaide Bank

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 May 2013. The notification has been placed on the ACCC's public register.

Bendigo and Adelaide Bank has developed a non-cash payment system known as the 'redy' payment system which facilitates payments by consumers for the purchase of goods and services from participating merchants using a mobile device and software.

The Bank proposes to:

- i) supply services and/or benefits to redy consumers on condition they deal with merchants authorised by the Bank;
- ii) supply reward credits to redy consumers which can only be earned in respect of purchases from merchants authorised by the Bank; and
- iii) supply cash rewards payable to redy consumers participating in the redy Trial on condition they deal with merchants authorised by the Bank.

Legal protection conferred by the notification will commence on 13 June 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 Bendigo and Adelaide Bank and its authorised merchants 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 David Hatfield on 02 6243 1266.

Yours sincerely

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

Dr Richard Chadwick
General Manager
Adjudication Branch