

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 in 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.

1. Applicant

N97689

- (a) Name of person giving notice:
***Royal Zoological Society of South Australia Inc. T/A Zoos SA
Adelaide Zoo
Frome Road, Adelaide 5000
ABN: 38 750 470 952***
- (b) Short description of business carried on by that person:
***Zoos SA is a not-for-profit conservation organisation which also operates
Adelaide Zoo and Monarto Zoo.***
- (c) Address in Australia for service of documents on that person in relation to this matter:

c/- Rose Owen
General Counsel
News Limited

2 Holt Street
Surry Hills NSW 2010
Phone: 61 2 9288 3107
email: rose.owen@news.com.au

2. Notified Arrangement

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

Zoos SA proposes to provide free entry to Monarto and Adelaide Zoo for fathers on September 7 as described below in paragraph 2(b).
- (b) Description of the conduct or proposed conduct:

Zoos SA proposes to provide free entry to Monarto and Adelaide Zoo to customers who have purchased an entry ticket and present an original coupon from that day's

the Sunday Mail on Sunday, September 7. There is a limit of one free ticket per paid ticket holder.

The promotional offers are exclusive to the Sunday Mail in that Zoos SA will not make the same offer in another publication or online media at the same time.

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:
Patrons of Adelaide Zoo.
- (b) Number of those Persons:
 - (i) At present time:
Substantially more than 50
 - (ii) Estimated within the next year:
Substantially more than 50
- (c) Where number of persons stated in item 3(b)(i) is less than 50, their names and addresses:
Not applicable

4. Public benefit claims

There are a number of significant public benefits which result from the proposed conduct:

- (a) Fathers with a valid coupon upon purchase will be offered free entry with a paying customer;
- (b) the discount may encourage competitors of the Sunday Mail, including other newspapers, magazines and online media, to offer customers similar promotions; and
- (c) competitors of the Zoos SA may be encouraged to offer customers discounts through the Sunday Mail as well as other newspapers or magazines.

5. Market definition

It is not necessary to precisely define the applicable relevant markets affected as even in the narrowest potential market, the notified conduct will not result in any lessening of competition.

6. Public detriments

The notified conduct would not result in public detriment, anti-competitive or otherwise, for the following reasons.

- Members of the public would be under no obligation to accept the offer from Zoos SA.
- The general public would be free to acquire services from Zoos SA without any obligation to acquire the Sunday Mail.

Many advertisers promote their products through coupons or promotions offered in newspapers, magazine and online media to increase awareness of new products or encourage general brand awareness and loyalty.

Many printed newspapers, magazines and online media services in Australia offer discount coupons or promotions to third parties' goods and services. This is to encourage loyalty to the publication or online service by customers and advertisers and increases competition between newspapers, media and online media services.

The notified conduct would have no appreciable effect on competition between providers of news and information services.

The notified conduct would have no appreciable effect on competition between providers of sporting events for spectators.

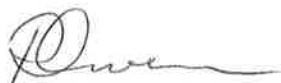
7. Further Information

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

c/- Rose Owen
General Counsel
News Limited
2 Holt Street
Surry Hills NSW 2010
Phone: 61 2 9288 3107
email: rose.owen@news.com.au

Dated 12 August 2014

Signed by/on behalf of the applicant



(Signature)

ROSE ANNE OWEN

(Full Name)

NEWS LIMITED

(Organisation)

GENERAL COUNSEL

(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 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 effected 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.