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AUST. COMPETITION & CONSUMER COMMISSION
08 JAN 2014
CANBERRA

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)

N97185

*Taste The View Pty Ltd, trading
as Flying Fish Restaurant + Bar.*

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

Restaurant + Bar.

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

*PO BOX 1095
HUNTERS HILL NSW 2110.*

2. Notified arrangement

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

Taste the view is entering into an agreement with Mastercard to offer cardholders promotions as follows:
- intermittent offer of purchase a drink and receive a food offering
- intermittent additional benefit within a dining experience such as a special table, interaction with a chef, recipe book.

(b) Description of the conduct or proposed conduct:

Cardholders wishing to take advantage of the promotions must pay with their Mastercard commencing 4 Feb 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)

Anyone with a Mastercard who wants to purchase the offer

(b) Number of those persons:

(i) At present time:

0

(ii) Estimated within the next year:

(Refer to direction 6)

1,000

(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)

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

Proposal provided by Mastercard
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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)

Cardholders may be encouraged to eat + drink at Flying Fish rather than another venue. Purchases using alternative credit cards may be reduced.
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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
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- (b) Facts and evidence relevant to these detriments:

N/A
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7. Further information

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

Lisa Hobbs 02 9817 4618
PO Box 1095
Hunters Hill NSW 2110

Dated 6 January 2014

Signed by/on behalf of the applicant

L. Hobbs

(Signature)

LISA HOBBS

(Full Name)

Dedes Crap

(Organisation)

Chief Operating Officer

(Position in Organisation)