

FILE No:

DOC:

MARS/PRISM:

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aquabumps

To whom It may concern,

Please find attached Aquabumps Notification of 'exclusive dealing' form G – on behalf of our promotional offer with MasterCard, as apart of their locally famous campaign.

The cheque for \$100 is also enclosed.

Warm Regards,

Debbie

AUST. COMPETITION &  
CONSUMER COMMISSION

10 APR 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)

Sole Trader: Eugene Tan trading as  
Anabumps.

(b) Short description of business carried on by that person:

(Refer to direction 3)

Fine Art gallery selling artworks in various  
formats, along with self published books.

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

151 Curlewis Street Bondi Beach, NSW  
2026.

## 2. Notified arrangement

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

Anabumps Gallery Bondi is entering into an  
agreement with Mastercard to offer cardholders  
exclusive promotions in line with their priceless  
cities program.

1. Buy our Beach Blog book and receive our Day  
at Bondi Book (to the same value)
2. Intermittent offers - short term value add  
offers.

N97362

(b) Description of the conduct or proposed conduct:

MasterCard holders (only) wishing to take advantage of these promotions will have to redeem the offer by paying with their MasterCard credit card. Commencing 29th May - 29th Nov.  
(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 MasterCard to pay.

(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)*

more people will be given access to a small locally owned business promoting Bondi Beach + Australia.

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

proposal provided by master card agents

**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 by the offer to purchase the Aquabumps books rather than competitors. Purchases using alternate 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:

Debbie Tan  
151 CHRISTIE Street  
Pondi NSW 2026  
0413 532 299 / 02 9130 7788

Dated 8/4/14

Signed by/on behalf of the applicant

  
.....  
(Signature)

Debbie Tan  
.....  
(Full Name)

Annabnmps Gallery  
.....  
(Organisation)

Commercial Director  
.....  
(Position in Organisation)