

FAX FROM: CONSTANT READER BOOKSHOP

FAX NUMBER: (02) 9906 4639 PHONE (02) 9438 1763

FAX TO : ACCC - Adjudication

FAX NUMBER: 02 6243 1211

ATTENTION : Adjudication Branch

DATE : 7 April 2014 – 4 Pages (inc cover page)

Dear Sir/Madam,

Please find my completed Form G 'Notification of Exclusive Dealing'. Can you please advise by email to jaylansdown@constantreader.com.au with you have a reference number for this notification that I can include with my cheque for payment.

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)

N97355

Monstrum PTY LTD Trading as Constant Reader Bookshop

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

Retail Bookshop
.....

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

27 Willoughby Road CROWS NEST 2065
.....

2. Notified arrangement

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

Constant Reader Bookshop is entering into a contract with Mastercard Australia for a 6 month period to offer Mastercard holders a free booklight when they purchase a certain amount in store using their Mastercard as payment. This offer is part of Mastercard's Priceless Sydney program.

- (b) Description of the conduct or proposed conduct:

To receive the booklight payment must be made using the Mastercard and the total purchase must be over \$40.00

(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)

Customers that have Mastercards.

- (b) Number of those persons:

- (i) At present time:

n/a

- (ii) Estimated within the next year:

(Refer to direction 6)

1080

- (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 buy books and support local a local business.

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

Master Card proposal and experience.

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)

Retail book purchasers'

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)

Customers may spend more to reach \$40 threshold

Customers may be encouraged to use a Mastercard rather than another card

(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:

Jay Lansdown
27 Willoughby Road
CROWS NEST NSW 2065
0431762962

Dated 7 APRIL 2014

Signed  on behalf of the applicant

(Signature)

JAY RICHARD LANSDOWN
(Full Name)

MONSTEUM Pty LTD
(Organisation)

DIRECTOR
(Position in Organisation)