

Our Ref: 54511
Contact Officer: John Rouw
Contact Number: (03) 9290 1402



**Australian
Competition &
Consumer
Commission**

6 May 2014

Natalie Fraser
Legal Counsel
Virgin Australia Airlines Pty Ltd
56 Edmondstone Rd
BOWEN HILLS QLD 4006

GPO Box 3131
Canberra ACT 2601
23 Marcus Clarke Street
Canberra ACT 2601
tel: (02) 6243 1111
fax: (02) 6243 1199
www.accc.gov.au

By email: natalie.fraser@virginaustralia.com

Dear Ms Fraser

Third line forcing notification N97393 lodged by Velocity Rewards Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 2 May 2014. The notification has been placed on the ACCC's public register.

Velocity Rewards Pty Ltd proposes to allocate reward points to Members of Velocity Frequent Flyer Program when they acquire goods and/ or services from companies operated and / or managed by Program Partners of Velocity Frequent Flyer from to time and pay their invoices for these goods and / or services in accordance with the agreed payment terms - in particular, when they acquire or receive medical, pharmaceutical, cosmetic or beauty goods and / or services.

Legal protection conferred by the notification will commence on 16 May 2104.

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 Velocity Rewards Pty Ltd and any other relevant parties 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 John Rouw on (03) 9290 1402.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Dr Richard Chadwick'.

Dr Richard Chadwick
General Manager
Adjudication Branch