



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 55009  
Contact Officer: Nikita Harrison  
Contact Number: (03) 9658 6497

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1 July 2014

23 Marcus Clarke Street  
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**By email:** [stephen.giles@nortonrosefulbright.com](mailto:stephen.giles@nortonrosefulbright.com)

Dear Mr Giles

**Third line forcing notifications N97530-N97540 lodged by Wesley Williams & Ors**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 26 June 2014. The notifications have been placed on the ACCC's public register.

Six Friendlies pharmacies (involving the 11 parties identified at Attachment A) propose to offer benefits to Friendlies pharmacy customers on condition that Friendlies pharmacy customers also acquire insurance services from HBF.

Benefits include:

- 'buy one get one free' promotions on goods and services
- 'buy two get one free' promotions on goods and services
- percentage discounts on goods and services
- fixed dollar discounts on goods and services
- free goods and services
- exclusive or increased insurance benefits on health services provided by the pharmacy
- entry into competitions
- free or discounted Friendlies pharmacies membership.

Legal protection conferred by the notifications commences on 10 July 2014.

On the basis of the information 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 notifications 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 HBF and the six Friendlies pharmacies 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 Nikita Harrison on (03) 9658 6497.

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized initial 'R' followed by a long horizontal line.

Dr Richard Chadwick  
General Manager  
Adjudication Branch

## ATTACHMENT A

### Parties covered by the notifications

N97530	Wesley Williams	(Friendlies Pharmacy Joondanna)
N97531	Peata Wishart	(Friendlies Pharmacy Sorrento)
N97532	Murray John Rowe	(Friendlies Pharmacy Subiaco)
N97533	Marnie Patricia Whitford	(Friendlies Pharmacy Subiaco)
N97534	Paul James Healy	(Friendlies Pharmacy Subiaco)
N97535	Judith Lynette Healy	(Friendlies Pharmacy Subiaco)
N97536	John Lagana	(Friendlies Pharmacy Swan View)
N97537	Kyle David Hitchen	(Friendlies Pharmacy Wanneroo)
N97538	Cameron Unsworth	(Friendlies Pharmacy Yangebup)
N97539	Jillian Unsworth	(Friendlies Pharmacy Yangebup)
N97540	Sergio Perrozzi	(Friendlies Pharmacy Yangebup)