



Mobile Tracking and Data Pty Ltd
18-20 Compark Circuit, Mulgrave
Victoria, 3170
Phone: +61 3 9574 5700
Fax: +61 3 9545 3867
Web: www.mtdata.com.au

Mr Gavin Jones
Director, Adjudication Branch
Australian Competition and Consumer Commission
23 Marcus Clarke Street
Canberra ACT 2600

26 June 2015

Dear Mr Jones,

ihail Pty Ltd application for authorisation [A91501] – interested part consultation

We refer to your recent correspondence sent via email, 19 June 2015, regarding ihail Pty Ltd's application for authorisation. As a shareholder of ihail Pty Ltd and as a long standing participant within the taxi industry, in both Australia and abroad, we feel that the detailed submission lodged with the ACCC, 26 May 2015, reflects our views on the potential competition and public benefit impact posed by ihail.

As a supplier to the taxi industry, MTData has observed the unparalleled level of competition that the taxi industry is currently experiencing from technology companies, both domestic and abroad. These entrants are altering the markets expectations, forcing an evolution of the traditional taxi service delivery model. This in turn has led to an increase in the number of customers migrating to unregulated alternatives.

It is our belief that ihail, being an industry owned and operated company, offers the best possible opportunity for taxi companies to compete within this altered environment. This belief is based on the fact that ihail allows the public access to a universal booking platform with an integrated electronic payment platform – key selling features for our competitors. Furthermore, we also view ihail as the best solution for the taxi industry itself. ihail does not preclude any taxi company from joining, regardless of size, meaning all taxi companies can utilise a state of the art booking application with a single global brand, which ultimately results in higher industry service standards and a more competitive taxi industry.

Please contact us on the details listed below if you wish to further discuss any aspect of our letter.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Matthew Bellizia', with a long horizontal line extending from the end.

Matthew Bellizia
CEO MTData
+61 3 9574 5700
matthew@mtdata.com