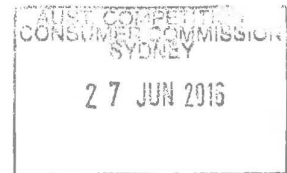


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## Form G

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)*

N99174 **Gozleme Kings Co. Franchising Pty Ltd**

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

**Gozleme Kings Co. Franchising Pty Ltd is the franchisor operating a Gozleme King branded gozleme retail outlet that provides customers with tasty meals, beverages and snacks. The principal products promoted, marketed and retailed by Gozleme King Outlets are fresh Turkish pastry, gozleme and other related food products, coffee, sweets and desserts associated with Turkish ethnic snacks.**

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

**38 Gordon Road, Auburn NSW 2144.**

### 2. Notified arrangement

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

**Gozleme King franchisees are required to purchase approved products that are used to prepare the Turkish pastry, gozleme and other sweets and desserts, and supplies from the approved suppliers listed in the attached Schedule.**

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

**Gozleme King franchisees are required to purchase the listed ingredients and products from the approved suppliers in the attached Schedule. The ingredients are used to prepare the products listed on the Gozleme King menu, or are products sold directly to consumers.**

*(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)

**Gozleme King franchisees**

- (b) Number of those persons:

- (i) At present time:

**1**

- (ii) Estimated within the next year:  
(Refer to direction 6)

**3**

- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:

Outlet	Name	Address	Email
Shop K4410 Macquarie Centre	Ozbay Djermal	72 Paul Street, Auburn NSW 2144	admin@gozlemeking.com.au

**4. Public benefit claims**

- (a) Arguments in support of notification:  
(Refer to direction 7)

(i) Consumers who purchase products made from ingredients purchased from approved suppliers will benefit from the quality of the products supplied.

(ii) Consumers will be confident that the product purchased from the Gozleme King menu will be of the same quality and composition irrespective of which Gozleme King outlet the product is purchased from.

(iii) Gozleme King publishes the nutritional information of its products. Accordingly, the use of approved products from approved suppliers will ensure that consumers can rely on the nutritional information published.

(iv) By purchasing from approved suppliers, Gozleme King franchisees will indirectly benefit from rebates received from the supplier. The rebates are disclosed to Gozleme King franchisees annually, and

are used by Gozleme King for product development, marketing and distribution throughout Australia.

(v) Consumers are not subject to the approved supplier agreements, and are not negatively impacted by the notified conduct.

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

(i) Approved suppliers provide products and ingredients that meet Gozleme King's nutritional specifications and also proprietary taste profiles.

(ii) Gozleme King's suppliers are requested to commit to fixed pricing over a specified period of time (generally 12 months) to provide a level of certainty with respect to product costs.

#### 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)*

(i) The approved suppliers operate in a market that includes other suppliers. Gozleme King franchisees may apply for consent to purchase from the other suppliers, provided the other suppliers provide goods that meet Gozleme King's quality guidelines.

(ii) Gozleme King franchisees are able to purchase a number of product lines that are supplied by several approved suppliers.

(iii) The approved supplier arrangements between Gozleme King and the authorised suppliers are of limited duration (typically not more than 12 months) to ensure that the quality of goods meets Gozleme King's guidelines.

#### 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)*

**Gozleme King does not believe there is any detriment to Gozleme King franchisees or consumers.**

(b) Facts and evidence relevant to these detriments:

**Gozleme King franchisees are permitted to apply for consent to purchase approved products from other suppliers provided those suppliers meet the Gozleme King quality guidelines**

**7. Further information**

(a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

**NL Legal  
Suite 1, Level 1, 1 Transvaal Avenue  
Double Bay NSW 2028  
Telephone (02) 9328 6917**

Dated..... 22 June 2016 .....

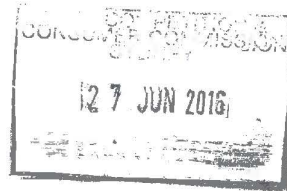
Signed by/on behalf of the applicant

*OKTAY KIZILKAYA*  
.....  
(Signature)

**Oktay Kizilkaya**  
(Full Name)

**Gozleme Kings Co. Franchising Pty Ltd**  
(Organisation)

**Director**  
(Position in Organisation)



## DIRECTIONS

1. In lodging this form, applicants must include all information, including supporting evidence that they wish the Commission to take into account in assessing their notification.

Where there is insufficient space on this form to furnish the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the applicant.

2. If the notice is given by or on behalf of a corporation, the name of the corporation is to be inserted in item 1 (a), not the name of the person signing the notice, and the notice is to be signed by a person authorised by the corporation to do so.
3. Describe that part of the business of the person giving the notice in the course of the which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in section 47 of the *Competition and Consumer Act 2010* have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. Describe the business or consumers likely to be affected by the conduct.
6. State an estimate of the highest number of persons with whom the entity giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.
7. Provide details of those public benefits claimed to result or to be likely to result from the proposed conduct including quantification of those benefits where possible.
8. Provide details of the market(s) likely to be affected by the notified conduct, in particular having regard to goods or services that may be substitutes for the good or service that is the subject matter of the notification.
9. Provide details of the detriments to the public which may result from the proposed conduct including quantification of those detriments where possible.



GOZLEME KING AUTHORISED SUPPLIERS

Item	Approved Manufacturer	Approved Supplier
Selected produce	All Seasons	All Seasons
Turkish baklava supply	Gaziantep	Gaziantep
vegetable	S brothers	Plateau
Olives	Adonis	Plateau
Pre packed Gozleme fillings	KASAP	Plateau
Flour	Manildra	Plateau
Capers	Sandhurst	Plateau
Shredded Fetta	Tuscany	Plateau
Sauces	Wombat Valley	Plateau
All packaging	Varooun	Plateau
Bottled and canned beverages including water	Schweppes	Schweppes
Point of Sale system	Aloha	POS 4 U