

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)

N99756 Affinity Education Group Limited ACN 163 864 195

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

Child care services (child care centres)

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

GPO Box 440

Brisbane QLD 4001

2. Notified arrangement

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

Child care services (child care centres)

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

The sole method of payment for services will be by a direct debit facility provided by EziDebit. This will involve the fee payer signing a direct debit agreement with Ezidebit and Affinity Education, which authorises Ezidebit to deduct fees from a nominated account at periodic intervals. The first payment will be deducted on a nominated date, and will then continue at the selected frequency. Ezidebit is integrated with the Centre's attendance software and calculates the amount owed in each period based on the attendance records within each period. Ezidebit then processes the transaction on behalf of Affinity.

Affinity does not receive commissions from Ezidebit on these transactions.

Payments can be cancelled by contacting the centre and notifying them of the cancellation request.

Ezidebit is Licensed by the Australian Securities and Investment Commission as an Australian Financial Services Licensee (AFSL No. 315388); is a member of the Australian Processing and Clearing Association and complies with Bulk Electronic Clearing System rules and regulations; and is Level 1 Payment Card Industry compliant, meaning the latest data technology storage and encryption strategies are incorporated.

(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)

Parents and other account holders with children enrolled at Affinity Education Group centres.

- (b) Number of those persons:

- (i) At present time:

Greater than 12,000

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

Greater than 12,000

- (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)

Keeping cash on the premises is a potential safety risk for the centre, increasing the risk of break ins. The move to payment by Ezidebit may reduce that safety risk.

Use of Ezidebit as the sole payment facility allows the centres to streamline their administrative processes and dramatically reduce the time usually

spent on data entry. This will increase the time that can be allocated to developing staff and programs and educating children.

Ezidebit is integrated with Affinity's Childcare Management Software system (CCMS), which facilitates the immediate processing and reconciliation of accounts. This will improve the accuracy of records at the same time as reducing the administrative burden on centres. The syncing of the systems means that parents and other fee payers can monitor their child's attendance records and identify any errors, which can then be amended in the system and processed accordingly with a minimal administrative burden.

The use of Ezidebit only will reduce the time that staff members spend processing payments by way of Eftpos machines, leading to increased time available for educating children, more efficient services and providing better facilities for the community.

Ezidebit is Level 1 PCI compliant and has a full Australian Financial Services Licence, meaning all data given to Ezidebit is subject to a high level of security.

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

Ezidebit Brochures.

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)

Child care services

Direct debit facilities

Alternative payment processing facilities

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)

Parents will pay a fee if they pay by nominated credit card, however many businesses charge an Eftpos processing fee for credit card payment

Parents or fee payers will incur a fee from Ezidebit if the amount due for payment is not in the nominated account on the day specified for payment.

Restricts the parents or fee payers ability to choose their method of payment of fees

- (b) Facts and evidence relevant to these detriments:

Ezidebit Brochures (see attached).

7. Further information

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

Vaughan Reed

C/o – GPO Box 440, Brisbane QLD 4001

07 3513 7700

Dated..... 17.7.17

Signed by/on behalf of the applicant

.....
(Signature)

VAUGHAN KYLE REED
.....
(Full Name)

AFFINITY EDUCATION GROUP LIMITED
.....
(Organisation)

LEGAL COUNSEL
.....
(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.



Taking care of your payments



Frequently Asked Questions

What is direct debit?

Direct debit is a means of payment where you give permission to your childcare centre to collect an agreed amount of funds from your bank account or credit card. Your payments happen automatically once the timing, amount and frequency for paying your bills are established.

Why pay by direct debit?

Direct debiting your bills saves time and gives you the peace of mind to focus on other things, without the hassle of bill stress or worrying about forgetting to pay.

Ezidebit transactions are cheaper than using cheques, withdrawing cash over the counter or utilising periodic payments.

How do I sign up for direct debit?

Please fill out the Ezidebit Direct Debit Request form. Decide whether you want to pay your bills from your bank account or credit card. Complete the form and return it to the centre.

Can I alter or cancel my direct debit?

Ezidebit offers you the flexibility to alter your direct debits. All you need to do is contact your childcare centre, and notify them that you wish to change your payment details or cancel the direct debit schedule.



ezidebit.com/au/faq

1300 763 256



You enjoy life, we'll handle the bills

Imagine never having to worry about paying your childcare bill on time. With Ezidebit, we did more than imagine it. We created Australia's leading direct debit payment solution, designed to improve your budgeting and cut out those expensive late payment fees – saving you time and money.

With Ezidebit direct debit you have a real choice

You can choose when you pay, and from the account of your choice. It's really that simple. Plus, Ezidebit allows you to make payments from all banks, building societies and credit unions, as well as Visa, MasterCard, AMEX, and Diners.

The Ezidebit service is as easy as:

1. Complete the Direct Debit Request form
2. Payments commence on your nominated date and continue at the selected frequency

With Ezidebit, it's easy to stay on top of your bills. Your payments will happen automatically so you'll have one less payment to worry about.

You don't need to do anything other than ensure your account has enough funds to cover the payment when it's due.

Choose Ezidebit... for good reason

When it comes to dealing with money, few issues are more important than security. As such, Ezidebit has a stringent set of compliance and quality assurance measures in place:



- Licensed by the Australian Securities and Investment Commission (ASIC) as an Australian Financial Services Licensee (AFSL No. 315388)
- Member of A.P.C.A. (Australian Processing & Clearing Association) and complies with B.E.C.S. (Bulk Electronic Clearing System) rules & regulations
- Level 1 PCI (Payment Card Industry) Compliant, incorporating the latest technology in data storage & encryption