

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

N99833

- (a) Name of person giving notice:
(Refer to direction 2)
ABN 88 616 965 907
TELECOM BUSINESS CONSULTANTS PTY LTD (TBC)
- (b) Short description of business carried on by that person:
(Refer to direction 3)
TBC SUPPLIES A RANGE OF MOBILE PHONES AND ACCESSORIES HAND HELD COMPUTERS AND RELATED DEVICES FOR USE ON THE MOBILE AND FIXED NETWORKS
- (c) Address in Australia for service of documents on that person:
TELECOM BUSINESS CONSULTANTS PTY LTD
51 EMBURIE DRIVE
WEST PENNANT HILLS NSW 2155
M: 0429 495366

2. Notified arrangement

- (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:
TBC WILL OFFER A RANGE OF TELECOMMUNICATIONS AND RELATED GOODS AND SERVICES

(b) Description of the conduct or proposed conduct:

SUPPLY OF OFFER PROMOTIONAL HONORS
TO CUSTOMERS ON THE CONDITION THAT THE
CUSTOMER ACQUIRES OR AGREES TO ACQUIRE
TELECOMMUNICATION PRODUCTS FROM TELSTRA.

(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)

RETAIL CUSTOMERS
SMALL BUSINESS CUSTOMERS
MEDIUM BUSINESS CUSTOMERS
ENTERPRISE CUSTOMERS

(b) Number of those persons: GREATER THAN 50

(i) At present time:

SUBSTANTIALLY GREATER THAN 50

(ii) Estimated within the next year:

(Refer to direction 6)

SUBSTANTIALLY GREATER THAN 50

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

NOT APPLICABLE

4. Public benefit claims

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

THE PROPOSED CONDUCT WILL BE BENEFIT TO THE PUBLIC AS IT WILL ALLOW RETAIL CUSTOMERS TO ACQUIRE PROMOTIONAL PRODUCTS AT A DISCOUNT OR NO COST

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

TBC PRODUCTS INCLUDE MOBILE PHONES, ACCESSORIES AND ALL RELATED TELECOMMUNICATION PRODUCTS AND SERVICES

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)

PERTAINS TO A NUMBER OF MARKETS RETAIL MOBILE PHONES, FIXED PHONES, HARD HARD COMPUTERS AND ALL RELEVANT DEVICES

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)

THE RETAIL MARKETS FOR TBC PRODUCTS AND PROMOTIONAL PRODUCTS ARE CHARACTERISED BY LARGE AND INTENSE COMPETITION

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

TBC DOES NOT HAVE A SUBSTANTIAL DEGREE OF MARKET POWER IN ANY RELEVANT MARKET.


7. Further information

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

JOHN GOLDSBROUGH.
TRECUM BUSINESS CONSULTANTS PTY LTD
57 EVELINE DRIVE
WEST KNIGHT HILLS NSW 2125

Dated..... 22-8-17

Signed by/on behalf of the applicant


.....
(Signature)

JOHN GOLDSBROUGH
.....
(Full Name)

TRECUM BUSINESS CONSULTANTS PTY LTD
.....
(Organisation)

Director
.....
(Position in Organisation)