



Independent Gambling Authority

A.B.N. 13 916 836 475

IGA REF: AUTH 16/0045

24 June 2016

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Dear Mr Greenslade

Maxetag loyalty program—codes of practice approval and trade lotteries

I refer to my letter dated 20 June 2016 and to your conversation today.

The approval of the Maxetag loyalty program, by reference to terms and conditions which include section 5 [Venue promotions], incorporates the participation in trade promotion lotteries compliant with section 5 as an identified benefit of the loyalty program and therefore an inducement to gamble falling within the exception set out in clause 54(2)(a) of the Gambling Codes of Practice Notice 2013.

In other words, if the proposed trade promotion lottery is described in the approved program terms, no further approval is required.

If your further analysis indicates that there is a part of Global's customer offering which includes the customer conducting trade promotion lotteries outside the loyalty program but on similar terms to what is in the loyalty program please let me know.

Yours sincerely

Robert Chappell
Director