

# Loyalty Rewards Comparisons

Brisbane Sunday Mail – 11<sup>TH</sup> July 2010.

Current loyalty reward programs on offer.

Once you use their reward, that's it, it's gone forever!

Comparisons Table is based on:

What you must spend to gain a \$20 reward.

What you actually gained as a discount against what you spend.



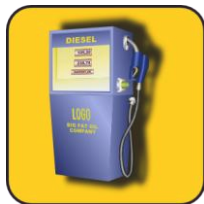
Program	You Spend	Est Time	Reward Value	Actual Discount
Fly Buys	\$5803	9.3 months	\$20	0.34%
Everyday Rewards	\$4056	6.5 months	\$20	0.49%
David Jones	\$2000	3 months	\$20	1.00%
Myer	\$1000	3 months	\$20	2.00%
Priceline	\$666	N/A	\$20	3.00%

## Fuel Discounts – based on 4 cents off a litre.

Example below is a guideline only. The actual discount saving will depend on:

- the actual fuel price per litre you pay.
- the amount you spend at the store to gain a fuel discount.

Plus, once you use your fuel voucher the benefit is gone forever.



Litres Filled	Price per litre	Total Fuel Cost	Savings	Amount Spent At Store	Actual Discount
60	\$1.20	\$72.00	\$2.40	\$30	8.00%
60	\$1.20	\$72.00	\$2.40	\$50	4.80%
60	\$1.20	\$72.00	\$2.40	\$100	2.40%
60	\$1.20	\$72.00	\$2.40	\$150	1.60%
60	\$1.20	\$72.00	\$2.40	\$200	1.20%

## ABE Investment Loyalty Shares, keep on growing

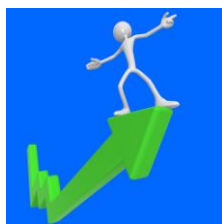
Below is an example of how ABE Investment loyalty shares work compared to other loyalty programs.

Investment Loyalty Shares are awarded once you have paid for the ABE service you have used.

Through your shares you share in ABE's success each year.

**Prepaid Cost = Service + No Dead Money + Investment Loyalty Shares + A Financial Gain**

The longer you are with ABE the more valuable your shares become.



Prepaid Purchase	Shares gained	Value per share	Cashed in Value	Discount	Note
		\$0.50	\$75.00	250%	Potential growth
		\$0.20	\$30.00	100%	Potential growth
		\$0.10	\$15.00	50%	Potential growth
		\$0.05	\$7.50	25%	Potential growth
\$30.00	150	\$0.01	\$1.50	5%	Value gained

Long after you have made your purchase your share value keeps on growing.

Shares never decrease in value and you can cash them in at any time.

Investment share value is dictated by your enthusiasm to gain new ABE customers to use ABE services.

What is the purpose of ABE's Investment Loyalty Shares?

1. For you to share in ABE's success and be rewarded for your loyalty.
2. A reason for you to use and promote ABE services.
3. A way for you to turn your normal household expenses into an investment.