



Aussie point balances set to take-off

- *eBay partners with flybuys to offer point collection at 40,000 online stores*
- *Australians earn 10 times flybuys points on their first eBay transaction*

08 May, 2018 — Today ebay.com.au, Australia’s largest online marketplace, announced its partnership with flybuys, Australia’s most popular loyalty program¹, allowing shoppers to collect and redeem flybuys points with 40,000 Australian retailers on eBay.²

From today, more than 11 million monthly unique visitors of ebay.com.au can link their accounts to flybuys to collect 1 point for every \$2 spent on eligible items across ebay.com.au. There will also be regular bonus offers, allowing shoppers to dramatically accelerate their points.

The announcement marks the first move into loyalty rewards for ebay.com.au, as it seeks to offer consumers a more rewarding shopping experience.

“We know Aussies love rewards points, and at eBay innovation is the focus for our connected community, said Julie Nestor, Chief Marketing Officer at ebay.com.au.

“It was a no-brainer to partner with flybuys to achieve this, as we continue to evolve our own platform in order to stay the number one online retail choice in Australia.”

For flybuys, this partnership is the biggest expansion of the program since the addition of Velocity frequent flyer as a partner in 2016.

More than 60% of Australian households who actively use flybuys will now also be able to redeem their flybuys points for eBay vouchers, amounting to \$10 in vouchers for every 2,000 points collected. These vouchers can be used to purchase items from the hundreds of millions of items available to them through the eBay platform.

“We are always looking for new and innovative ways to help our members collect and use more flybuys points and ensure they are rewarded in a meaningful and exciting way, said Alex Chruszcz, General Manager of flybuys.

“We are delighted that eBay shoppers can now be rewarded with flybuys points and our members can benefit from the addition of another fantastic partner to the program. We want to continue to work with the best brands in Australia to ensure we are offering the most rewarding experience to our members.”

Julie Nestor highlights eBay’s unrivalled range which makes the partnership unique in online retail.

“Already we have 80 of the top 100 largest Australian retailers on the platform with everyone from The Good Guys to Peter’s of Kensington. This new partnership with flybuys will give shoppers the chance to collect points at stores they already love, with new ways to pay for their online shopping.

“By simply linking your eBay and flybuys accounts, you can instantly start collecting points at the click of a button. There’s never been an easier way to collect and redeem loyalty rewards points from so many retailers via a single rewards program.”

¹ Points of Loyalty survey 2013, 2014,2015,2016,2017

² [Exclusions and T&Cs apply](#)



Australian small businesses are given wings

This latest partnership is also helping smaller retailers on ebay.com.au have access to a recognised loyalty program in flybuys.

New research³ among ebay.com.au small business retailers found that while 62% believe a rewards program would help their business compete with larger players, 71% felt a loyalty program would be too expensive to set-up and run.

“We have listened to our small business community who say that loyalty programs are something they would like to engage in but don’t have access to, which is where the power of the eBay platform comes in,” Julie Nestor said.

Additionally, the research found 72% of eBay sellers believe a rewards program would help attract new customers, and 67% said it would likely increase customer spend at their store.

“This partnership opens our small business retailers up to millions of active flybuys members and, on the flip side, creates a simple avenue for the millions of ebay.com.au users to join the flybuys program, collect flybuys points on their regular eBay spending and redeem points for thousands of rewards on offer,” said Julie Nestor.

To celebrate the launch of the partnership, eBay will be offering Australians the chance to earn 10 times the normal rate of flybuys points on their first transaction.⁴ Visit ebay.com.au/flybuys to sign up and start collecting.

Media contact:

eBay

Elizabeth Johns, Pulse 02 8281 3236
Christine Yangoyan, Pulse 02 8437 5653

Team-eBay@ogilvy.com.au

Flybuys/Coles

Martine Alpins (flybuys/Coles) 0419 369 460

martine.alpins@coles.com.au

About eBay Marketplaces:

eBay is one of the world’s largest online marketplaces, connecting people with the things they need and love virtually anytime, anywhere. eBay has 171 million active buyers globally and more than 1.1 billion live individual and merchant listings at any given time. With mobile apps available in 190 countries, eBay delivers a personalised shopping experience and seamless access to inventory from down the street and around the world. Tailored shopping experiences customise buying and selling;

³ Research conducted in April 2018 on 1,570 eBay sellers

⁴ 10 times flybuys points available on first eligible eBay transaction. [Exclusions and T&Cs](#) apply. Offer open from 7pm on 7 May until 13 May 2018



and eBay provides variety and choice for sellers by enabling them to offer goods through online, mobile and local channels to consumers around the world. For more information, visit ebayinc.com.

About flybuys:

flybuys is Australia's largest shopping rewards program and more than 60 per cent of Australian households use a flybuys card. flybuys has been judged Australia's most popular rewards program in each survey conducted by The Point of Loyalty since 2013, including most recently in June 2017. Members earn rewards when they spend in Coles supermarkets, Coles Express and liquor stores and also through more than 20 partners which include some of Australia's biggest brands including Kmart, Target, Medibank and Velocity Frequent Flyer. In addition, we regularly offer our members bonus points and discounts through personalised offers, which means they collect points at a much faster rate. There are over 1000 different rewards available to flybuys members including \$10 off their shop at Coles to travel, gift cards, products, flights or lifestyle experiences. flybuys members can now access all of their valuable offers in the one place by downloading the flybuys app for free from Google Play or the Apple iTunes store. flybuys is free to join. To find out more, and for full terms and conditions, visit www.flybuys.com.au.