

**From:** Peter Herring  
**Sent:** Wed, 24 Feb 2021 10:20:16 +1100  
**To:** Mark Mackay  
**Subject:** FW: Legally Privileged and Commercial in Confidence  
**Attachments:** 0067\_001.pdf, 0068\_001.pdf, 0069\_001.pdf, 0070\_001.pdf, 0072\_001.pdf, 0073\_001.pdf

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**From:** Peter Herring  
**Sent:** Tuesday, 5 June 2018 3:11 PM  
**To:** Joshua Preston **Personal Information**  
**Subject:** Legally Privileged and Commercial in Confidence

Josh,

As discussed and requested.

Couple of points to note as a precursor:

- The term bonusing and bonus jackpots is used interchangeability and we should discuss further taking into account the definition that exists in the TRD
- All bonuses and bonus jackpots are only deducted from Gaming Machine Revenue at the time they are redeemed.
- Bonusing and Bonus Jackpots have been issued and deducted from Gaming Machine Revenue since approx. the opening of Southbank in 1997
- All the Bonus and Bonus Jackpots are issued via the EMS (Electronic Monitoring System) and all changes to these systems are tested by the approved testing facility, recommended to VCGLR and subsequently approved prior to implementation. (example attached)

Regarding the items that fall under the category of Bonusing / Bonus Jackpots the following are the items and their associated description and implementation detail:

1. Pokie Credit Rewards (Welcome Back / Free Credits Program)
  - Based on Pokie Points earned on a Gaming Machine during a patron's last visit, will determine the patron's reward value
  - Senior Pokie Credit Reward receive a bonus \$3 at specific levels
  - *Scanned Brochure attached (0072 & 0073).*
2. Mail Outs (Bonus Pokie Offer)
  - These are Bonus Pokie Credit Offers sent via mail to Crown Reward Members for varying amounts
  - Crown Marketing review groups of members based a various analytical criteria and arrange Direct or Electronic Mail Offer to be sent.
3. Pokie Credits (Matchplay)
  - These are Pokie Credits received by exchanging Crown Rewards points for Pokie Credits at any gaming machine
  - Members earn Crown Reward points across the complex for spend at gaming and non-gaming outlets

- *Scanned Brochure attached (0072 & 0073).*

#### 4. Random Riches (Carded Lucky Rewards)

- Pokie Credit rewards based on earning Pokie Points on a gaming machine for specific groups, dates and times of Crown Rewards Members
- Crown Marketing review groups of members based a various analytical criteria and arrange Direct or Electronic Mail Offer to be sent with instructions on how to qualify and redeem the offer

#### Miscellaneous

#### 5. Jackpot Payments

- Pokie Credit payments as Pokie Credits from Lucky Time Jackpots
- Lucky Time Jackpots are time based jackpots where customers have a chance to win rewards randomly on a Gaming Machine

#### 6. Consolation

- Consolation payments e.g. issued from Lucky Time Jackpots or Lucky Numbers
- Consolation payments are sometimes configured so that other active players win a reward based playing a Gaming Machine at the same time as the actual Jackpot was awarded.

#### 7. Pokie Credit Tickets

- Promotional Pokie Credit Game Tickets issued to players for redemption at Gaming Machines
- These are tickets that are inserted into a gaming machine and give the customer a dollar amount of Pokie Credits
- These Pokie Credits are non-cashable and non-transferable

#### 8. Bonus Jackpots

- Based on Pokie Points earned on Gaming Machines
- All these items are based a qualification of points earned on a gaming machine only (same as category 1)
- Once the items are earned they are awarded to the patron itemised to the issued gaming machine
- Only when the item is redeemed is the award deducted from revenue on the day
  - Carpark 25 Pokie Points in a day
  - Valet Parking for Black and Platinum Crown Rewards - 1,000 Pokie Points
  - Hotel Night Benefits Crown Rewards Rewards Black - 1,000 Pokie Points
  - Hotel Night Benefits Crown Rewards Rewards Platinum - 1000 Pokie Points
  - Dining Rewards, the amount issued is based on Pokie Points earned on Gaming Machines during a visit example:
    - Receive \$7.50 Dining Reward by earning 150 points on gaming machines in a day

Happy to discuss further if and when required.

Regards

Pete

**Peter Herring**

Group General Manager – Product, Strategy & Innovation

**Crown Resorts**

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