

Media Release

Monday 14 September 2026

COLES GIVES FLYBUYS MEMBERS MORE WAYS TO SAVE THIS CHRISTMAS

Flybuys members can save points now and redeem up to \$400 off a single shop at Coles and for the first time, Liquorland this Christmas

Coles is giving Flybuys members a simple way to stretch their Christmas budgets, with the launch of **Collect for Christmas** to help customers earn and save points now to redeem up to \$400 off a single shop at Coles or, for the first time, Liquorland this festive season.

From today, Flybuys members can opt in through the Flybuys app and start building their points balance ahead of December, with exclusive 'Collect for Christmas' rewards available, including 10x points on their next eligible shop at Coles and Liquorland for launch.

From Friday 11 December until Christmas Eve, members can use their saved points to take up to \$400 off a single transaction, helping cover the cost of groceries, festive treats, drinks for celebrations or household essentials in the lead-up to Christmas.

It comes as Coles research shows more than half of customers are using points and loyalty programs to help save on their weekly shop, as households look for simple ways to make every dollar go further.

Coles Chief Customer Experience Officer Michael Courtney said Collect for Christmas gives customers an easy way to save their points now and enjoy real money off when it matters most.

"Christmas can be one of the most expensive times of year for households, so we want to give Flybuys members a simple way to save ahead and take money off their festive shop," he said.

"Collect for Christmas lets members put their points aside over the next few months, to help cover the cost of Christmas.

"Last year, members who opted in earned an average of \$140 leading up to Christmas. This year, we're giving members even more choice, including the ability to redeem their saved points at Liquorland for the first time, to reduce the cost of their food and drink shop."

Last year, more than \$20m worth of Flybuys points was redeemed over the festive period by customers who joined Collect for Christmas.

How Collect for Christmas works

- **Opt in:** Flybuys members can opt in through the Flybuys app or their Flybuys email invitation from Monday 14 September until Sunday 27 September.
- **Collect points:** Members can build their points balance until Thursday 10 December, with exclusive offers across their shop and selected categories to help them collect faster.
- **Redeem savings:** From Friday 11 December until Thursday 24 December, members can use their saved points at Coles or Liquorland, with up to \$400 off a single transaction.

New this year, Collect for Christmas members can:

- track how many points they're collecting for Christmas in the Flybuys app
- opt out at any time through the Flybuys app
- redeem their saved points at Liquorland for the first time
- access exclusive offers across their shop and selected categories to help build their points balance faster.

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For media enquiries, please contact

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au

¹ To participate, you must be a registered Flybuys member, have received this Promotion and opt in by 11:59pm Sun 27 Sep 2026 via the Collect for Christmas email, Flybuys app or website.

Offer Period: Mon 28 Sep–Thu 10 Dec 2026. During this period you may receive Coles Supermarkets and Liquorland offers that require activation and may have minimum spend thresholds and/or limits. Your in-store Pay with Points prompt at Coles Supermarkets and Liquorland will be switched off. To turn it back on during the Offer Period, opt out of the Promotion in the Flybuys app. The prompt will otherwise be switched back on Fri 25 Dec 2026. If you opt out after the Offer Period ends, you cannot opt back in. Other Flybuys redemption options remain available, including converting points to Flybuys Dollars for use at selected Flybuys partners.

Redeem Period: Fri 11 Dec–Thu 24 Dec 2026. If you are opted in, you can redeem up to 80,000 Flybuys points (\$400) per transaction for money off your shop at Coles Supermarkets or participating Liquorland stores. This increased limit applies only at Coles Supermarkets and Liquorland; standard Pay with Points limits continue at Bunnings. Scan Flybuys at checkout and accept or decline the prompt. You must have at least 2,000 points and spend at least \$10 in an eligible transaction after savings and discounts. Excludes Coles Insurance products, Uber Eats, iTunes cards, gift cards, mobile and tech accessories (including plans and recharge), Opal top-ups, calling cards, charity products, tobacco and tobacco-related products, subscriptions and delivery charges.

Flybuys points will be collected on the transaction amount after points have been redeemed and savings and discounts applied. Points can be redeemed in multiples of 2,000 points; every 2,000 points = \$10 off your shop. If you have at least 2,000 points remaining after an eligible transaction during the Redeem Period, you will continue to receive the in-store prompt.

Offer valid in-store only at Coles Supermarkets (excluding Coles app and Coles Online) and participating Liquorland stores. Flybuys points and Flybuys Dollars have no cash or monetary value.

After the Redeem Period, the 80,000-point transaction limit ends and the standard Pay with Points prompt will be switched back on at Coles Supermarkets, Liquorland and Bunnings (if this is your selected redemption method), with standard redemption limits applying. This offer is specifically selected for you and is not transferable. Flybuys' privacy policy and standard Flybuys terms and conditions apply; see flybuys.com.au.

² Coles Circle Cost of Living Survey, March 2026, n=9,328