

Media Release

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Monday 6 December 2021

Coles Plus adds extra benefits to reward customers shopping in store and online just in time for Christmas

*Double Flybuys points now available for every shop in store and online¹
Minimum spend for unlimited delivery slashed in half*

Coles customers can now earn double Flybuys points on eligible products¹ every time they shop in Coles Supermarkets and Coles online, thanks to subscription-based service Coles Plus.

Since launching in February, Coles Plus member numbers have grown rapidly and now Coles is offering members unlimited free delivery², including free Same Day Delivery at select stores³, for all orders of \$50 or more – down from the previous minimum of \$100.

The new offer means customers will be able to save up to \$11 per home delivery in the lead up to Christmas.

For just \$19 a month, Coles Plus members also have exclusive access to a number of benefits including a Priority Customer Care line and unlimited use of Click&Collect Rapid¹, which allows Coles online customers to order and pick up their groceries in less than 90 minutes – a service priced at \$5 per order for non-members.

Coles General Manager Online Commercials Karen Donaldson said Coles was listening to customer feedback and responding to changing customer needs to tailor the benefits offered to Coles Plus members.

"In the past year we've seen more customers adopting a hybrid approach by shopping both in store and online, so it's important we expand our subscription program to reward those customers in a meaningful way," she said.

"We continue to see significant growth in demand for online grocery shopping and we are investing in customer experience and capacity, which is having a positive impact on customer satisfaction.

We recently launched our shoppable Coles App enabling customers to order through the app, view the catalogue, or build their shopping list and then use it to map out their trip to the supermarket aisle-by-aisle.

"By rewarding the loyalty of our digitally-engaged customers both in store and online, it ensures Coles continues to lead anytime, anywhere, anyhow shopping."

¹ Offer is valid for purchases made in-store and online at Coles (excludes Coles Express). Points awarded after savings, discounts and vouchers (excludes purchases of all gift cards, iTunes cards, Coles Best Buys Online Exclusive products, charity items/donations, tobacco and tobacco related products, online delivery fees and Coles Plus subscription fees)

² Free delivery is not valid for remote delivery orders. Visit shop.coles.com.au for further information.

³ Free Same Day Delivery is available at select locations. Orders can include up to 50 products excluding liquor, smoking/tobacco purchases and some bulk items.

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To start collecting double Flybuys points in store, Coles Plus members simply need to link their Flybuys card to their Coles online account, and then scan their Flybuys card whenever they shop in a Coles Supermarket.

Flybuys is Australia's most popular loyalty program, helping Australians enjoy a wide range of rewards and benefits when they shop. Flybuys is committed to serving its more than eight million active members with new and exciting ways to engage with the program.

"Feedback from Australian families already using Coles Plus has been overwhelmingly encouraging and we will continue to add more exciting updates," Ms Donaldson said.

Coles Plus members receive the following benefits:

- double Flybuys points on eligible purchases in Coles Supermarkets and Coles online
- free delivery for all Coles online orders over \$50
- unlimited access to Coles' same-day service: Click&Collect Rapid⁴ (usually \$5/order)
- access to a Priority Customer Care line
- one free delivery per month for Liquorland online orders over \$50⁵.

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For media enquiries, please contact

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

⁴ Available only where Click&Collect Rapid is offered. Click&Collect Rapid is available at more than 400 Coles supermarkets nationally. Orders can include up to 40 products, excluding deli platters.

⁵ Liquorland delivery may not be available in certain areas and may be subject to further purchase conditions.