



MEDIA RELEASE

Bunnings and Officeworks to join Flybuys in time for Christmas!

9 November 2021: Australia's favourite rewards program¹, [Flybuys](#), has today announced upcoming partnerships with two of Australia's most iconic retailers, Bunnings and Officeworks, boosting the value of the loyalty program for more than eight million Flybuys members across the country.

Commencing early December, Flybuys points will be able to be collected by members across the Wesfarmers and Coles Group retail businesses². The introduction of Bunnings and Officeworks adds to the extensive list of 23 Flybuys' partners where members can earn and redeem points including at major retailers like Coles, Liquorland, Kmart, Target and Catch.

Allowing members to start boosting their points at Bunnings and Officeworks is great timing for the start of the summer and Christmas seasons when more Australians will be purchasing gifts for Christmas, tackling DIY projects, or getting the kids ready to head back to school.

With the introduction of these new partners, Flybuys points will soon be eligible to be collected on over \$5.5 billion of purchases across more than 120 million transactions each month.³

Bunnings is the leading retailer of home improvement and lifestyle products in Australia while Officeworks is Australia's leading retailer of stationery, furniture, technology and student supplies.

John Merakovsky, Flybuys Chief Executive Officer, said: "We're proud to welcome Bunnings and Officeworks into our coalition of partners. We know that a vast majority of Flybuys members already shop at both retailers, which is an incredibly exciting opportunity for our eight million+ members to collect more points where they're already shopping."

Rob Scott, Wesfarmers Managing Director, said: "Bunnings and Officeworks joining Flybuys will expand the value of the Flybuys program for members and provide exciting new opportunities to support customers. This partnership will complement the development of Wesfarmers' data and digital ecosystem, providing insights that enable our businesses to offer more relevant, personalised customer experiences."

Steven Cain, Coles Group Chief Executive Officer, said: "This is game changing for the members of Flybuys which is already Australia's favourite loyalty program. Coles is excited that Bunnings and Officeworks have decided to join Australia's leading coalition loyalty program, which will help us drive better outcomes for our customers."

"We know millions of our customers will be excited because Flybuys member research shows that Bunnings is the most preferred partner in Australia to join the program and we know that Officeworks is an essential part of helping Australians increasingly working from home. We look forward to continuing to support millions of Flybuys members receive more value from their purchases and deliver more opportunities to collect and redeem points in-store." Mr Cain said.

Further details about the partnerships will be revealed in the coming weeks.

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¹ Source: 'For Love or Money' survey (The Point of Loyalty), 2021.

² Some exclusions apply, including Adelaide Tools and Vintage Cellars.

³ Monthly average for the 2021 financial year.

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About Flybuys

Established in 1994, 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 eight million+ active members with new and exciting ways to engage with the program. Flybuys points can be collected across 25 partners including some of Australia's largest retailers like Coles, Kmart, Target, Catch.com.au and Optus. Members can also collect points using the Klarna app, completing surveys through the Flybuys website or app, and via Flybuys' financial, insurance and travel services partners like Virgin Australia. Flybuys is a joint venture between Wesfarmers and Coles. For more information, visit flybuys.com.au.

About Bunnings

Bunnings is the leading retailer of home and lifestyle products for consumer and commercial customers in Australia. Bunnings is a major supplier to project builders, commercial tradespeople and the housing industry. Its store network is made up of large warehouse stores, smaller format stores, trade centres and frame and truss sites. As at 30 June 2021, there were 278 warehouses, 70 smaller format stores and 30 trade centres in the network, as well as five Adelaide Tools stores.

About Officeworks

Established 26 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow. Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U.

About Coles

Coles was founded in 1914 and now has more than 2,500 stores, and a significant eCommerce business, employing more than 120,000 team members, across supermarkets, liquor, fuel and convenience.

About Wesfarmers

From its origins in 1914 as a Western Australian farmers' cooperative, Wesfarmers has grown into one of Australia's largest listed companies. With headquarters in Western Australia, its diverse business operations cover: home improvement and outdoor living; apparel and general merchandise; office supplies; and an Industrials division with businesses in chemicals, energy and fertilisers, and industrial and safety products. Wesfarmers is one of Australia's largest employers and has a shareholder base of approximately 484,000.