

Media Release

coles | Value the Australian way

Thursday 10 June 2021

CHECK OUT ON COLES ONLINE NOW EVEN EASIER WITH FLYPAY **Customers can now pay for groceries using Flybuys points**

Coles Online customers can now get up to \$50¹ off their shop by using Flybuys points to help pay for their groceries using flypay.

flypay is a fast, easy and secure digital wallet that allows customers to check out faster when shopping online and collect Flybuys points at participating eligible partners on qualifying transactions along the way.

Previously only available online to Coles liquor customers and selected retailers, the flypay payment option is now available on Coles Online, with added features that allow Coles Online customers to redeem Flybuys points in real-time.

Coles Online customers can simply select flypay when checking out and follow the instructions to part-pay using their Flybuys points, from \$10 (redemption of 2,000 points) up to \$50 (redemption of 10,000 points) per transaction.

The new redemption offer via flypay makes it far easier for customers to use their Flybuys points by enabling Coles Online customers to redeem Flybuys points as part of their online shop for the first time.

Coles Chief Executive of eCommerce Ben Hassing said Coles was committed to giving customers a seamless omnichannel experience as more Australians embrace digital shopping.

"We want to help our customers shop more easily anytime, anywhere, anyhow, and with a growing number of our customers choosing to shop with Coles Online for the convenience and great value, we want to make the checkout process simpler," he said.

"We are continually looking for ways to evolve our customer offer and to meet our customer's expectations for a leading digital experience, that's easy to use and helps them with their everyday shop. flypay delivers a market leading payments experience, that enables our customers to redeem Flybuys points real time and get money off their shop.

"We've had fantastic positive feedback on our Click&Collect Rapid and Coles Plus offers and believe flypay will remove friction for customers as they navigate from building their basket to having their order fulfilled."

Chief Executive of Emerging Businesses George Saoud added the rollout of flypay to Coles Online was part of Coles' strategy.

"As Australians increasingly shop more online, we need to help make their shopping journey more convenient and digitally connected across all our Coles businesses and with flypay this includes access to other great retailers," he said.

¹ By redeeming up to 10,000 Flybuys points through flypay

flypay was developed by Coles in collaboration with Flybuys and Token ID – a Visa solution. flypay speeds up the online checkout process for customers, who no longer need to enter their payment, Flybuys and delivery information separately when shopping with flypay-enabled retailers.

Once customers set up their secure flypay account, all they need to do is select flypay when completing their transaction.

“We're excited to partner with Coles Online on flypay, as part of our continued commitment to improve our members' shopping experience, making it easier to be rewarded on everyday shopping,” Flybuys Chief Executive Officer John Merakovsky said.

“By simplifying the online checkout process, it's now so much easier for Flybuys points to be awarded on eligible purchases using flypay when shopping with our Flybuys partners.”

COLES ONLINE INSPIRING CUSTOMERS

The announcement is the latest in a series of initiatives through which Coles Online is driving growth and customer loyalty:

- **11 February 2021:** Coles [launches Click&Collect Rapid](#), 90-minute pick up offer available in more than 400 stores nationally
- **18 February 2021:** Coles launches [Coles Plus, a new subscription-based service](#) that rewards members while saving them time and money on their weekly shop

For more information visit www.flypay.com.au

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