

29 May, 2020

COLES LAUNCHES FLYPAY IN PARTNERSHIP WITH FLYBUYS

New payment method for secure, seamless and fast checkout online

Coles has teamed up with flybuys to launch flypay, a new way for customers to seamlessly pay for purchases and collect flybuys points when shopping online at selected retailers.

The new payment method speeds up the online checkout process for customers, who will no longer need to enter their payment 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.

Collecting flybuys points is also easier – simply add your flybuys number to your flypay account details and collect points every time you use flypay to pay for your shopping online with qualifying flybuys partners, including Liquorland, First Choice Liquor and First Choice Liquor Market. flypay ensures that members will no longer need to remember their number or have their card at hand when completing their checkout with flypay.

Developed by Coles and Bell Identification B.V., a Visa solution, the payment platform will be available to customers shopping on Coles Liquor sites, including Liquorland, Vintage Cellars*, First Choice Liquor and First Choice Liquor Market, from Friday 29 May. More Coles brands will be added in coming months.

Coles Chief Executive Officer Emerging Businesses George Saoud said flypay made online shopping faster, easier and more secure than ever before.

“Coles is committed to helping our customers shop more easily anytime, anywhere, and we are thrilled to introduce flypay as a payment option for customers shopping at any of our online liquor retailers,” he said.

“We know how much our customers love flybuys, and we want make it easier for them to get rewards every time they shop. By checking out with flypay at eligible flybuys partner retailers, they automatically receive their points without needing to re-enter their card details, ensuring a convenient, efficient and great value shop,”

flybuys Chief Executive Officer John Merakovsky said flybuys is Australia's most popular loyalty program, offering customers personalised offers and great value that's relevant to them, which can help them save on their weekly shop.

“At flybuys, we're committed to improving our members' shopping experience and making it easier to be rewarded. That's why we've partnered with Coles on flypay; it simplifies the online checkout process and allows flybuys points to be awarded on eligible purchases using flypay when shopping with our flybuys partners,” he said.

Visa's Head of Merchant Sales and Acquiring for Australia, New Zealand and South Pacific, Dan Parsons, said:

"With Australians increasingly shopping online and on-the-go, enabling convenient and secure ways to pay is more important than ever. flypay creates a seamless experience for shoppers, leveraging Bell Identification B.V's Vaultify Shop solution to enhance the way Australians pay."

For more information visit www.flypay.com.au

* Vintage Cellars is not a flybuys partner. Customers can pay for online transactions using flypay, however these transactions do not allow them to collect flybuys points.

-ends-

For further information, please contact

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