

Data Driven Customer Program

Dear Retailer,

Over the past twelve months we have been working to develop a best in class data-driven customer engagement program for Independent Retailers.

This work has been in response to a number of retailers asking us to develop an IGA Customer engagement program and we're now at a point where we need your help.

To develop this proposal IGA has been working with Aimia, a global leader in data-driven marketing which has best in class experience, skills, systems and technology, essential in delivering a program of this nature.

Aimia owns and manages some of the most successful programs around the world including the Nectar program with Sainsbury's in the U.K.

Aimia and IGA plan to establish an independent jointly owned operating company, led by Aimia, which will develop and manage the program.

What we need from you at this stage is your feedback. After you have been able to review the preliminary information on the proposed program, provided to you either at the various State and Village meetings or in the materials sent to you with this letter, we need you to respond by signing the Expression of Interest and/or providing your feedback on the proposal.

In order to progress the proposed program, and for both Aimia and IGA to invest in this program, we need confidence that there are enough retailers interested in participating for it to succeed. If not, we need to understand why so we can provide this feedback to the rest of the network.

If you have any questions please don't hesitate to contact us at shopperengagement@iga.com.au or on 0410 644 418.

We look forward to receiving your signed EOI and feedback and any questions that you may have on this important initiative.

Kind regards



Steven Cain
CEO Supermarkets and Convenience



Dave Battiston
Vice President & Managing Director
Global Business Development
Aimia

