



CROWN

**Crown Melbourne
Crown Rewards Tier Benefits**

1 April 2021



About Crown Rewards

- Crown Rewards is the unified rewards program offered to patrons across Crown's Australian resorts (Crown Perth, Crown Melbourne, and – shortly – Crown Sydney)
- Joining Crown Rewards enables patrons to earn and redeem Points at Crown Melbourne and Crown Perth hotels, retail, across gaming, or at a participating restaurants and bars.
- As a function of earning Points, Crown Rewards members also earn Status Credits. Accruing Status Credits enables Crown to tangibly recognise a customer's patronage by awarding them a program tier.
- All new Crown Rewards join at Member tier and are provided with a Crown Rewards membership card. Member tier members have access to a range of tier benefits, perks, and privileges.
- As a member meets the accrued Status Credit target set of the next tier up, they are eligible to be upgraded. Each tier level achieved unlocks access to progressively more – and more valuable – benefits, perks and privileges.
- Points earned from spend in hotels, retail, and F&B (collectively 'Non-Gaming') accrue Status Credits at a rate of 1,500 Points = 1 Status Credit.
- Points earned from 'Gaming' accrue Status Credits at a rate of 500 Points = 1 Status Credit.
 - The points earned on Game Machines are based on turnover (between \$2 and \$4 of turnover per point, depending on the member's tier).
 - The Table Games points earn rate depends on the game being played, time played, the table minimum, and other factors. The points earn rate, based on turnover, can range from \$12 to \$26 of turnover per point.

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About Crown Rewards (cont.)

- 'Gaming' earned Points cannot contribute to accruing 'Non-Gaming' Status Credits and vice versa.
- Members must accrue the requisite number of Status Credits to achieve the next tier level within a Membership Cycle. A Membership Cycle is a 6-month period of time that runs from 1 April to 30 September, and from 1 October to 31 March.
- In order to earn Points from play on game machines, a member must be part of the approved legislative loyalty scheme and have been provided with the prescribed information regarding the pre-commitment system. The member must have also agreed to receive player activity statements (via their elected channel: mail, email, VIK, or collect from a Crown Rewards desk).
- Points earned on game machines cannot be redeemed for free play (Table Play) on table games.
- There are five explicit tiers in the Crown Rewards program. The Status Credits required to attain and maintain tier are shown adjacent:
 1. Member – the base tier
 2. Silver 5
 3. Gold 25
 4. Platinum..... 150
 5. Black – the highest tier offered in the program..... c.500



Crown Melbourne Crown Rewards – Benefits/Privileges by Tier (Black and Platinum)

TIER	BENEFITS	TYPE
BLACK	<ul style="list-style-type: none"> Crown Rewards PLAT or VIP status members who have accrued greater than 500 Status Credits Crown Rewards Suite Eligible for Plaza Credit Rewards Eligible for Duty-Free rewards VIP access to Mahogany Room, Mahogany Lounge, Top Room and Riverside Room. Complimentary refreshments in Mahogany Room, Top Room, and Riverside Room. Access to Miss Dink, Mahogany Deck, and Private Caban by invitation only Access Monday – Thursday to Crown Club and Crown Menage Level 28. Access to Crown Menage hotel grounds First multi-level, on-site car parking, and valet. Three complimentary hotel room nights Resonance Privileges, Member Services and Amen for Fitting. Priority booking of participating entertainment (until 4pm daily). 20% hotel discount on 100 room rate plus Hotel Viewover call-free high-speed WiFi, express registration and complimentary newspaper. 25% Spa discount. Exclusive Black Member On-Duty Offer <ul style="list-style-type: none"> Umoja to pick up (and return) for two people (Melbourne Metro area) 2 night stay at Crown Towers on Crown Platinum or Crown Promeris, upon request. Spa treatment for two – treatments to the value of \$250 Bubble bath for two – in hotel room Personal Valet Service. Access to VIP helix. Exclusive invitations to special events and promotions (for selected members). Access to Member Hall and Rewards bar (in Crown Rewards Melbourne Spa). Casino offers, prizes, and special sets. Monthly subscription: What's On at Crown newsletter, including general promotions related to Black tier. 	<p>RSW RSW RSW RSW EBP EBP RSW RSW RSW RSW RSW RSW RSW RSW EBP</p>

RSW - Rewards EBP - Entertainments, Benefits, Privileges MKTO - Marketing




Crown Melbourne Crown Rewards – Benefits/Privileges by Tier (Gold and Silver)

TIER	BENEFITS	TYPE
GOLD 	<ul style="list-style-type: none"> Crown Rewards FULL or VIP status members who have accrued greater than 20 (but less than 100) Status Credits Crown Rewards Priority Eligible for Status Credit Rewards Eligible for Casino Dining Rewards (CR HOLD) Access to Suite Rooms and Privileges Rooms Complimentary airport shuttles/menars in Tull Willsons used in Melbourne Room. Carry-on Gold members may be granted Airway Room access. Free multilevel and basement car parking Discounted offpeak valid parking on (subject to availability) Restaurant Privileges: Member Specials and Member Pricing. Complimentary beverages from the restaurant on casino floor – (two per day, 10% hotel discount (upon Hotel Willsons GRB) and free (off-peak Wi-Fi). 10% Spa discount Free 30-day “OFFER” (subject to availability, members must book in advance), Sparring wine with dinner and chocolate. Deming Offer (if qualified) Free premium Wi-Fi on casino floor Access to Member Hub and Rewards tab on Crown Rewards Mobile App. Access to Member Hub Casino offers, promotions, draws, and competitions Exclusive events for selected members Bi-monthly communication “Silver’s Call at Crown” newsletter, including generic promotions tailored to Gold tier. 	REW REW REW REW EBP EBP REW REW REW REW REW REW REW MARKTG MARKTG MARKTG MARKTG MARKTG MARKTG MARKTG
25 SCs		
SILVER 	<ul style="list-style-type: none"> Crown Rewards FULL status members who have accrued greater than 5 (but less than 21) Status Credits Crown Rewards Priority Eligible for Status Credit Rewards Eligible for Casino Dining Rewards (CR HOLD) Access to Privileges Room Complimentary airport shuttles/menars. 24-hours of free multilevel car parking – upon meeting at least one prerequisite on same visit. Free off-peak basement car parking Restaurant Privileges: Member Specials and Member Pricing. Complimentary beverages from the restaurant on casino floor – two per day. 10% Hotel discount (upon Hotel Willsons GRB) 10% Spa discount Free 30-day “OFFER” (subject to availability, members must book in advance), Sparring wine with dinner and chocolate. Deming Offer (if qualified) Free premium Wi-Fi on casino floor Access to Member Hub and Rewards tab on Crown Rewards Mobile App. Access to Member Hub Casino offers, promotions, draws, and competitions Exclusive events for selected members Bi-monthly communication “Silver’s Call at Crown” newsletter, including generic promotions tailored to Silver tier. 	REW REW REW REW EBP EBP REW REW REW REW REW REW REW MARKTG MARKTG MARKTG MARKTG MARKTG MARKTG
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REW - Rewards EBP - Entitlements, Benefits, Privileges MARKTG - Marketing -6-



Crown Melbourne Crown Rewards – Benefits/Privileges by Tier (Member)

TIER	BENEFITS	TYPE
MEMBER 	<ul style="list-style-type: none"> • Crown Rewards FULL access members who have accrued less than 5 Classic Credits • Card's Special Credit upon joining Crown Rewards • Crown Rewards Points • Eligible for Make Good Rewards • Eligible for Casino Drink Rewards (CPR HOLD) • As a result of this restricted use gaming is by earning 10 Casino points (C) by spending \$50 at a Crown hotel, restaurant or other participating outlet. • Complimentary beverages from the dispensers on casino floor (Member see members must earn at least one point in a Quarter Day to receive two complimentary drinks. An additional drink can be redeemed for every 5 points accrued.) • Restaurant Privilege: Member Specials and/or Member Pricing at selected restaurants/bars. • Full Fringe Offer* (subject to availability; members must book in advance). Spending wine with cheese and chocolates. • Dining Offer** (if available) • Free personal Mail on casino floor • Access to Member Hub. • Access to member helpline. • Casino offers, promotions, draws and competitions. • Bi-monthly communication: Member's Choice at Crown* newsletter, including generic promotions tailored to Member tier. • Senior privilege to qualified members. 	<ul style="list-style-type: none"> REW REW REW REW REW REW REW REW REW MKTG REW REW MKTG REW

REW – Rewards ERP – Enticements, Benefits, Privileges MKTG – Marketing