





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 gaining 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.



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 500



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

Tier	Benefits	Tier
BLACK	<ul style="list-style-type: none"> • Crown Rewards Plus (a top suite) to receive after 100 nights (cannot have 500 Stars Credit) • Crown Rewards Suite • Digital Key Plus to Open Rooms • Eligible for Early Check-in • VIP access to Melbourne (from Melbourne) to stay in 4th floor and Executive Floor • Complimentary administration in Melbourne, Byron, Gold Coast and Hervey Bay • Access to 4th floor, Manager's Club, and Private Malindi breakfast only • Access Malindi – Thursday to Friday Club and Crown Malindi Lounge • Access to Crown Malindi Hotel grounds • Free trial food, beverage and spa • Three complimentary hotel room nights • Complimentary breakfast, breakfast service and airport pickup • Complimentary parking at participating properties (not available) • 50% guest discount on 10th floor suite plus hotel executive club (see applicable V&V) except during peak and event periods (see page 1) • 50% Spa discount • Exclusive Black Member Only Day Offer <ul style="list-style-type: none"> – Access to club up and down for 100 people (Melbourne Malindi) – Access to 4th floor lounge, 10th floor and Crown Malindi (11 Crown properties participating) – Access to 4th floor and 10th floor lounge (Malindi) (11 Crown (1000)) – 50% discount on 10th floor (10th floor) (1000) – 50% discount on 10th floor (10th floor) (1000) – 50% discount on 10th floor (10th floor) (1000) • Personalized Service • Access to VIP lounge • Exclusive Malindi to special events and promote (11 selected members) • Access to Malindi 10th floor lounge (11 Crown (1000) Malindi) • Crown Suite (malindi) (10th floor) (1000) • 100% complimentary Malindi 10th floor lounge (1000) (1000) (1000) (1000) 	<p>ROW ROW ROW ROW EIP EIP ROW ROW ROW ROW ROW ROW ROW EIP</p>

ROW - Rewards EIP - Executive, Benefits, Privileges MKTO - Marketing



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

Tier	Benefits	Type
PLATINUM	• Crown Rewards Plus (CRP) card membership also gives access to all other Crown Cards	BEW
	• Crown Rewards Plus	BEW
	• Eligible for Crown Direct Rewards	BEW
	• Eligible for Royal Compliments	BEW
	• VIP access to Melbourne Royal, Park Royal and Riverside Bars	BEW
	• Complimentary membership in all Crown Clubs, Spa, Fitness, and Executive Board	BEW
	• Crown Club Platinum members only receive a Platinum Silver Privilege	BEW
	• Free club access and reserved car parking	BEW
	• Free club parking (subject to availability)	BEW
	• Restaurant Privileges, Beverage Sponsor and Member Pricing	BEW
	• Complimentary breakfast from the restaurants on Crown Royal – Full breakfast	BEW
	• Privileged to enjoy all complimentary services on all Crown Clubs	BEW
	• 20% hotel discount on VIP hotel rates (Crown Hotel, Whitmore SPA, Two Night Stay 2 AA or 3 Superior/Executive and complimentary breakfast)	BEW
	• 20% Bar Discount	BEW
	• 10% on Royal CRP* (subject to availability, excludes front bar & restaurant)	BEW
• Personal Training Service	BEW	
• Access to CRP Privilege	BEW	
• Exclusive privileges to special events and promotions for selected members	BEW	
• Access to all CRP Clubs	BEW	
• Free private Valet on Launceston	BEW	
• Access to Member Club and Rewards Bar on Crown Royal Melbourne	BEW	
• Access to Member Hotel	BEW	
• Daily elite, platinum, royal, and complimentary	BEW	
• Platinum Rewards – gift offer of three complimentary hotel room nights as a contribution for Royal Club nights. (not available on BEW cards)	BEW	
• Bi-monthly complimentary "Hotel On a Crown" membership including general parking included in Platinum fee	BEW	

BEW - Rewards BEP - Entertainment, Beauty, Programs MFC - Marketing



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

Tier	Benefits	Code
GOLD 	• Crown Rewards Plus 1 or 2* (includes everything else you've earned under this ID but not the 100 bonus Dollars)	EWV
	• Crown Rewards Plus	EWV
	• Eligible for Plus Card Privileges	EWV
	• Eligible for Fast & Easy Rewards (FER) (HOLD)	EWV
	• Access to Fast Rewards and Rewards Plus	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
25 SCs	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
SILVER 	• Crown Rewards Plus 1 (includes everything else you've earned under this ID but not the 100 bonus Dollars)	EWV
	• Crown Rewards Plus	EWV
	• Eligible for Plus Card Privileges	EWV
	• Eligible for Fast & Easy Rewards (FER) (HOLD)	EWV
	• Access to Fast Rewards and Rewards Plus	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
5 SCs	• Crown Rewards Plus 1 (includes everything else you've earned under this ID but not the 100 bonus Dollars)	EWV
	• Crown Rewards Plus	EWV
	• Eligible for Plus Card Privileges	EWV
	• Eligible for Fast & Easy Rewards (FER) (HOLD)	EWV
	• Access to Fast Rewards and Rewards Plus	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV
	• Complimentary access to complimentary or complimentary (to be confirmed)	EWV

EWV - Rewards EOP - Excludes Benefits Privileges MCTO - Marketing

