

From: Steven Blackburn
Sent: Thu, 20 May 2021 18:07:35 +1000
To: Nic Emery;Sonja Bauer
Subject: RE: Confidential and Commercially Sensitive - RG proposals Board

Will make those changes.

STEVEN BLACKBURN
GROUP CHIEF COMPLIANCE AND FINANCIAL CRIME OFFICER



w: crownresorts.com.au

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From: Nic Emery [REDACTED]
Sent: Thursday, 20 May 2021 3:30 PM
To: Sonia Bauer [REDACTED]; Steven Blackburn
Subject: RE: Confidential and Commercially Sensitive - RG proposals Board

Hi there,

Just a quick note to make a correction to the reference to 'inducements'. Inducements is an RC term and one for which we don't have a definition internally, Marketing Offers would be a more representative title. This is a minor change and not a key one.

'Stretch Offers' is not in line with either the language we use or the intent of marketing offers, this suggests we are trying to actively get people to do something outside of their comfort zone and this is not the case (it has been used historically on occasion and I've been trying to stamp it out for the above reason). In preparation for the RC we have found that a small percentage of a certain offer type is asking customers to play outside of their historic behaviour. This is clearly not acceptable and rules have been put in place to ensure this doesn't happen moving forward. Note also this has not occurred since reopening. As such I'd suggest the following text:

Controls have been put in place to ensure that direct to member offers do not require customers to exceed historical behaviours (spend or visit frequency) in order to get their first benefit. No offers outside of this control have been sent to customers since reopening.

Give me a shout if you want to discuss.

Cheers,

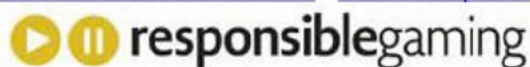
Nic.

From: Sonja Bauer [REDACTED]
Sent: Thursday, 20 May 2021 2:52 PM
To: Nic Emery [REDACTED]
Subject: FW: Confidential and Commercially Sensitive - RG proposals Board

With kind regards,

Sonja Bauer | Group General Manager Responsible Gaming | Crown Resorts Limited

[REDACTED] W:
www.crownmelbourne.com.au www.crownperth.com.au www.crownsydney.com.au



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From: Sonja Bauer [REDACTED]
Sent: Wednesday, 19 May 2021 7:03 PM
To: Steven Blackburn [REDACTED]
Cc: Sonja Bauer [REDACTED]
Subject: Confidential and Commercially Sensitive - RG proposals Board

Hello Steve,

As requested, a high level summary of proposals as discussed.

I have advised the three Australian Resorts CEOs of the content and they are comfortable with the approach.

Lonnie has advised that he has a meeting with the Regulator next Tuesday, and it would be useful to have some feedback in relation to the Loyalty Program Review/Research component if any is available by then.

Let me know if there is anything else you need and have a lovely evening.

With kind regards,

Sonja Bauer | Group General Manager Responsible Gaming | Crown Resorts Limited

[REDACTED]
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