

**From:** Michelle Fielding  
**Sent:** Wed, 18 May 2016 18:23:24 +1000  
**To:** Matt Asher;Jacqueline Couch  
**Subject:** File Note - Meeting with Matt Asher - Random Riches [CM-COMP.FID1871]  
**Attachments:** 1348\_001.pdf

File Note - Meeting with Matt Asher - Random Riches

Jac C, Matt A & MF

- Matt took us through the PowerPoint of the strategy (attached)
- Bonus is a member driven promotion (e.g. Do A get B) whereas a jackpot is a prize (win)
- These are just real time 'offers'
- RSG implications re: thermometer of how much more you need to earn to get a prize (Matt to talk to Sonja B)
- As this is a variation of Welcome Back, is Welcome Back an offer or a jackpot? (Jacs to search records)
- Three categories this could fit into, Jackpot, Offer or Trade Promotion
- Need it to be a Jackpot or an offer (but offer is static action for static reward), which seems inconsistent with your intention here
- It has an RNG so should fit the Jackpot title
- Matt questioned whether we should meet with the VCGLR and take them through it. If we are going to the VCGLR, we should do so before we spend anymore money on development
- Benefit of going to VCGLR is that they approve it and give you comfort, it also expedites the approval process
- Difficulty in going to the VCGLR is that you flag that it's different and raise the possibility of them vetoing it
- To discuss with Pete H

Regards

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