



12 February 2020

Attention: Natasha Cox

ACCC

Gumtree Proposed Acquisition of Cox Media Solutions and Autotrader.com.au
MA 1000019

Via email: mergerauthorisationa@acc.gov.au

Dear Natasha,

The Motor Traders' Association of New South Wales (MTA NSW) is one of the largest employer organisations in New South Wales. MTA NSW membership primarily consists of businesses operating in the retail motor industry. In particular these businesses trade as new and used motor dealers, automotive repairers, smash repairers, service stations and very many other specialist sectors of the industry.

The Association is committed to keeping its Members informed of issues that impact on their business and to work toward resolving matters of importance and significant impact on their livelihoods.

MTA NSW would like to bring to your attention to put forward feedback from its members in NSW. As a Members Association for Automotive sector representing 28 different divisions of Automotive in metropolitan and regional areas.

Summary Below: responses to the Survey received low response however attached for review.

Q1. Number of Responses received = Total 60 sent to the entire membership.

Q3. Proposed Merger – Is a Concern for Industry.

- 38% YES
- 62% No

Q4. Agree with Merger / Acquisition.

- 46% Yes
- 54% No

Q5 Merger Beneficial to the Industry

- 24% Yes
- 76% No

Q6 Will Merger provide More or Less Competition

- 26% More
- 74% Less

Page 1

Attached copies of the final survey results and around the industry perception.

We would hope some of this information identifies key concerns that ACCC will need to consider and hopefully use the information to the benefit of the entire Motor Industry.

For further information, please contact, Mark Jackson via
E: [REDACTED] or P: [REDACTED].

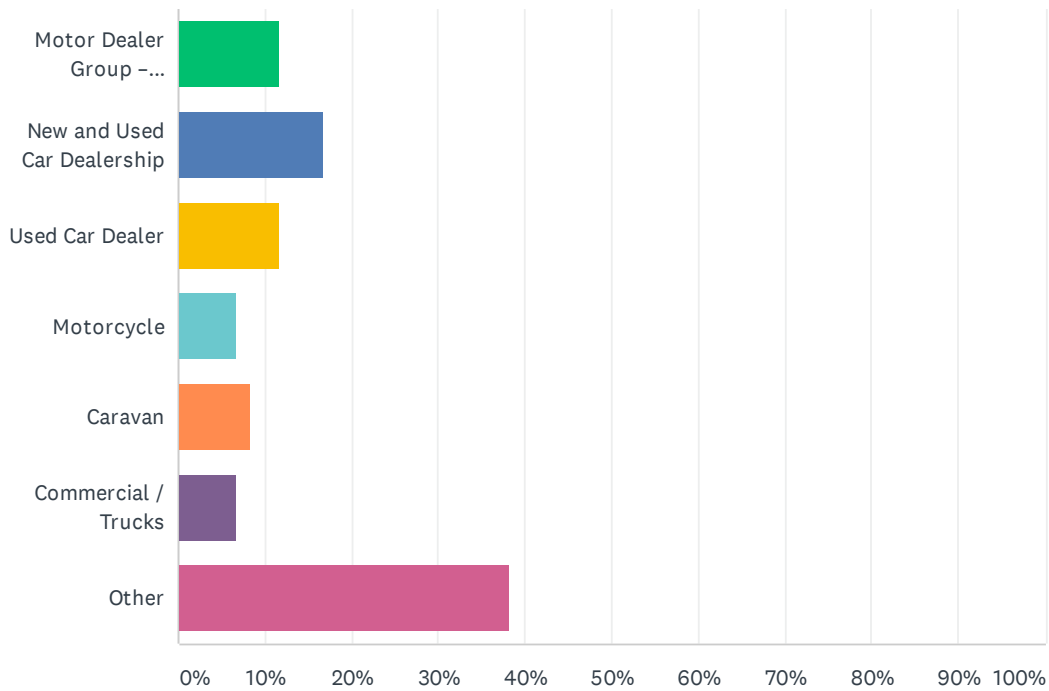
Thank you for your time to review suggestions our members have put through.

Yours faithfully,

Mark Jackson
Senior Divisional Manager
Motor Traders' Association of NSW

Q1 Please identify your type of business (choose one only)

Answered: 60 Skipped: 0



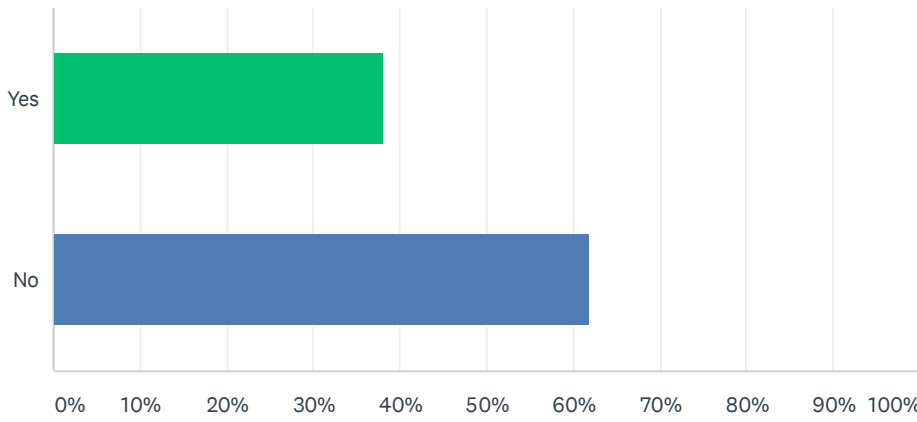
ANSWER CHOICES	RESPONSES	
Motor Dealer Group – (multiple sites)	11.67%	7
New and Used Car Dealership	16.67%	10
Used Car Dealer	11.67%	7
Motorcycle	6.67%	4
Caravan	8.33%	5
Commercial / Trucks	6.67%	4
Other	38.33%	23
TOTAL		60

Q2 Your Business Postcode?

Answered: 42 Skipped: 18

Q3 Will the proposed acquisition of Cox Media pose an industry concern if acquired by the Gumtree?

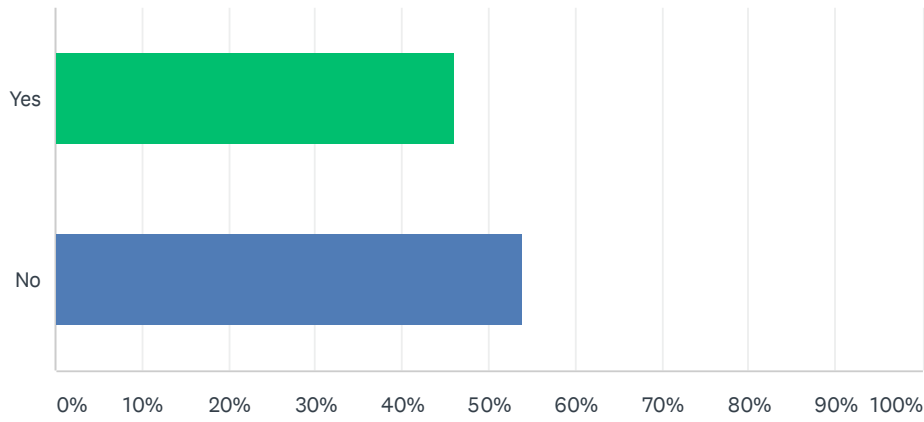
Answered: 42 Skipped: 18



ANSWER CHOICES	RESPONSES	
Yes	38.10%	16
No	61.90%	26
TOTAL		42

Q4 Do you agree with and support the proposed acquisition of Cox Media by Gumtree?

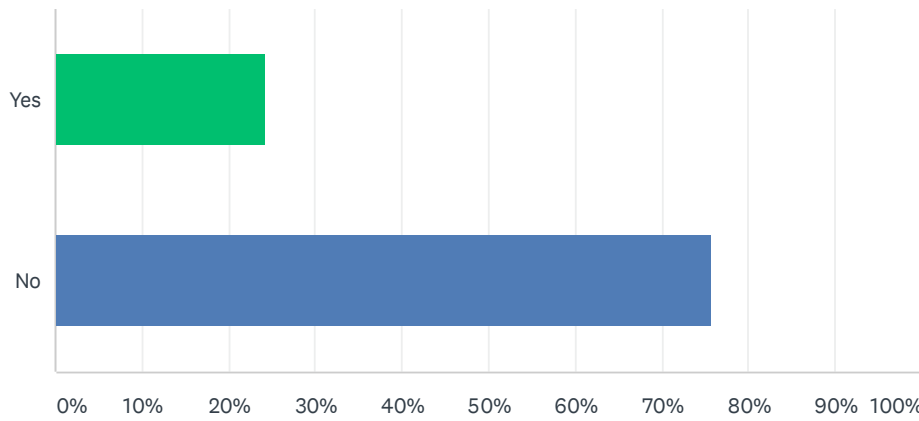
Answered: 37 Skipped: 23



ANSWER CHOICES	RESPONSES	
Yes	45.95%	17
No	54.05%	20
TOTAL		37

Q5 Do you think this proposed takeover would benefit the industry?

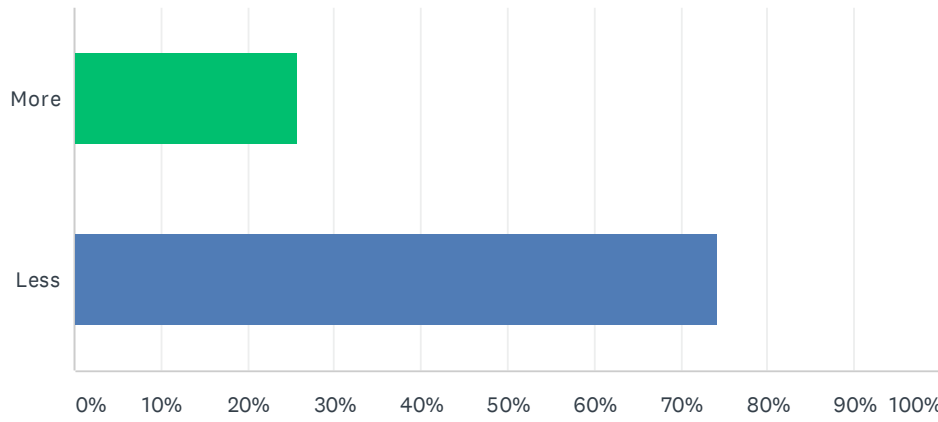
Answered: 37 Skipped: 23



ANSWER CHOICES	RESPONSES	
Yes	24.32%	9
No	75.68%	28
TOTAL		37

Q6 Do you think this proposed acquisition will allow for more or less competition with other providers?

Answered: 35 Skipped: 25



ANSWER CHOICES	RESPONSES	
More	25.71%	9
Less	74.29%	26
TOTAL		35