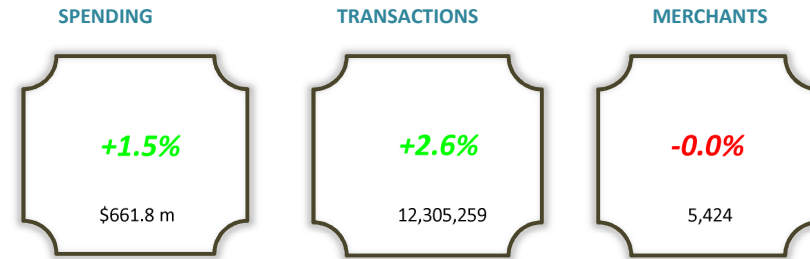
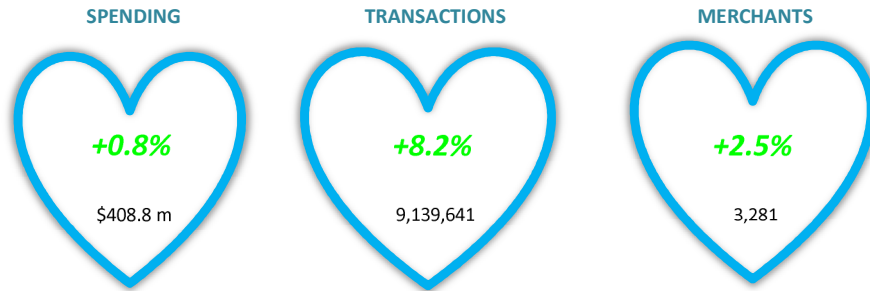


## HOTC MERCHANTS

## COMPETITORS

### 1. Performance Summary

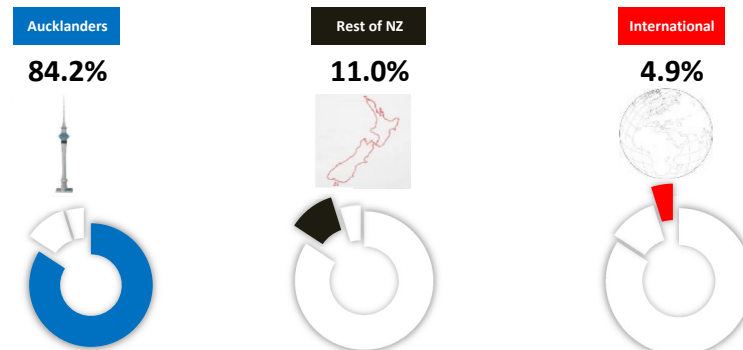
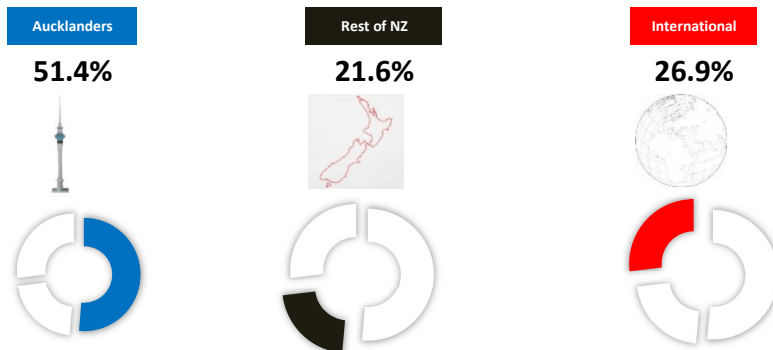
These figures show the percentage change in spending, using the Queen St same store alternative merchants, over the same time last year.



Spending at HOTC merchants was up 0.8% compared to the same quarter last year, while the number of transactions was up 8.2%. There were 2.5% more merchants this quarter, taking the total to 3281.

Spending at competitors was up 1.5% compared to the same quarter last year, while the number of transactions was up 2.6%. There were 0.0% more merchants this quarter, taking the total to 5424.

### 2. Cardholder Make Up



#### 2.1 Change in spending over same quarter last year



Spending from international cardholders at HOTC was down -10.7% compared to the same quarter last year. Spending from Aucklanders was down -2.9%, and spending from rest of New Zealand was up 23.5%.

Spending from international cardholders at competitors was down -0.3% compared to the same quarter last year. Spending from Aucklanders was up 21.9%, and spending from rest of New Zealand was down -5.1%.

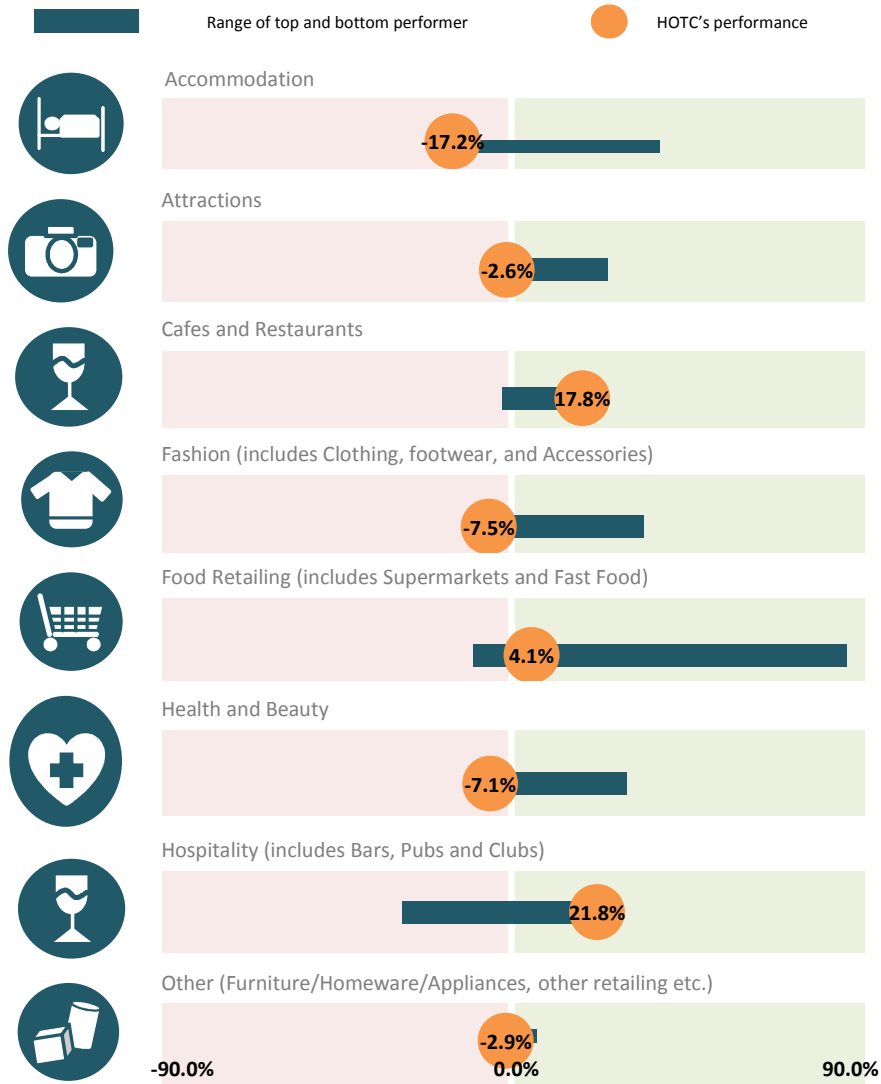


## 4. Category Breakdown

### HOTC Quarterly Market Activity Report

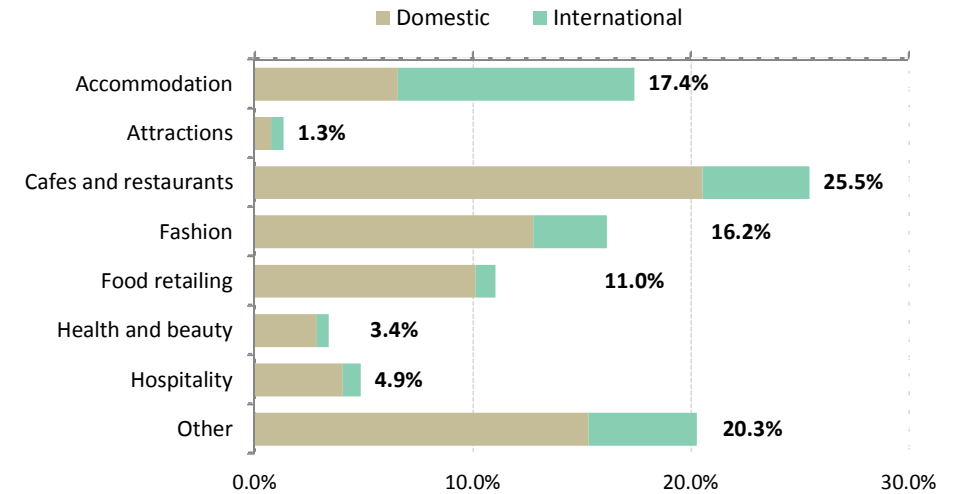
#### 4.1 Change in Spending vs Competitors\*

(Change in Last Quarter vs same period last year)



#### 4.2 Distribution of Spending in the Market by Category

(Including domestic/ international split)



#### 4.3 Fastest Growing Categories

(Based on change in Spending)



#### \*Reading this Chart

This chart shows change in spending in HOTC for each sector in relation to competitors. The dark blue bars show the range in spending change and the orange bubbles show HOTC's position.

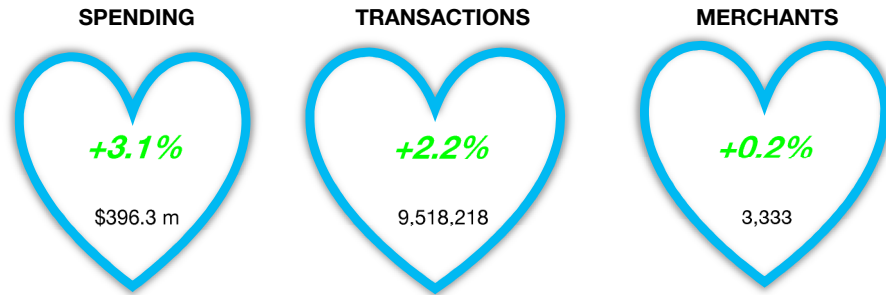
A good result is represented by the orange dot being closer or on the right end of the blue bar.

## HOTC MERCHANTS

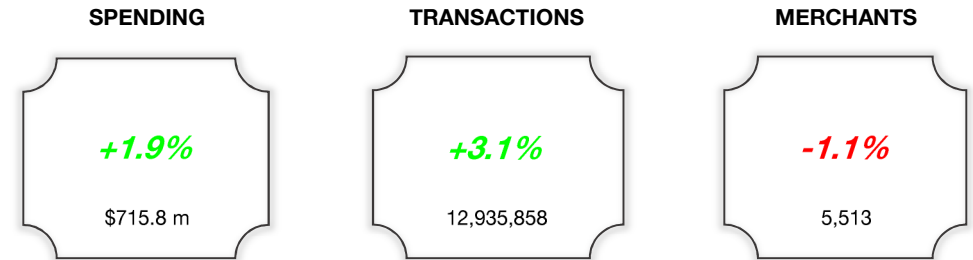
## COMPETITORS

### 1. Performance Summary

These figures show the percentage change in spending, using the Queen St same store alternative merchants, over the same time last year.

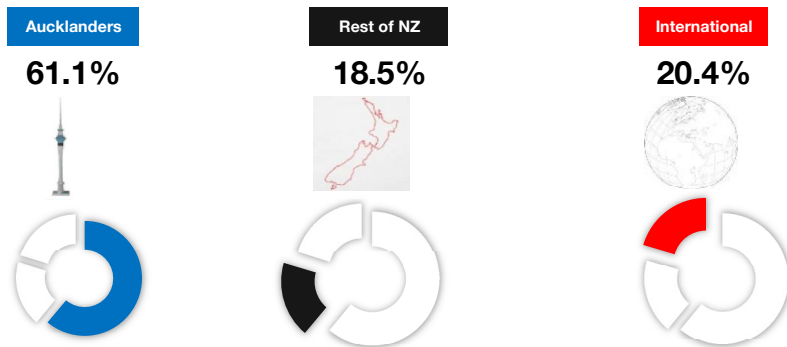


Spending at HOTC merchants was up 3.1% compared to the same quarter last year, while the number of transactions was up 2.2%. There were 0.2% more merchants this quarter, taking the total to 3333.

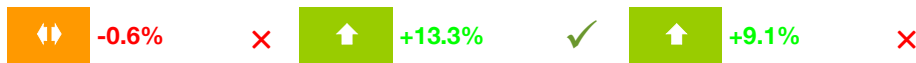


Spending at competitors was up 1.9% compared to the same quarter last year, while the number of transactions was up 3.1%. There were -1.1% more merchants this quarter, taking the total to 5513.

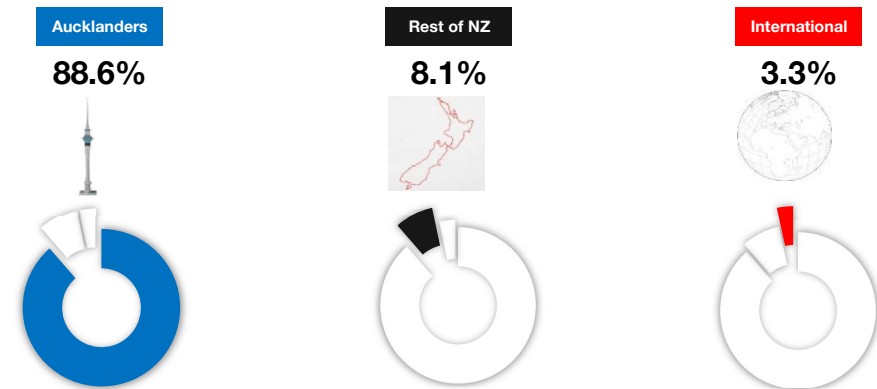
### 2. Cardholder Make Up



#### 2.1 Change in spending over same quarter last year



Spending from international cardholders at HOTC was up 9.1% compared to the same quarter last year. Spending from Aucklanders was down -0.6%, and spending from rest of New Zealand was up 13.3%.



Spending from international cardholders at competitors was up 1.3% compared to the same quarter last year. Spending from Aucklanders was up 4.5%, and spending from rest of New Zealand was up 11.8%.

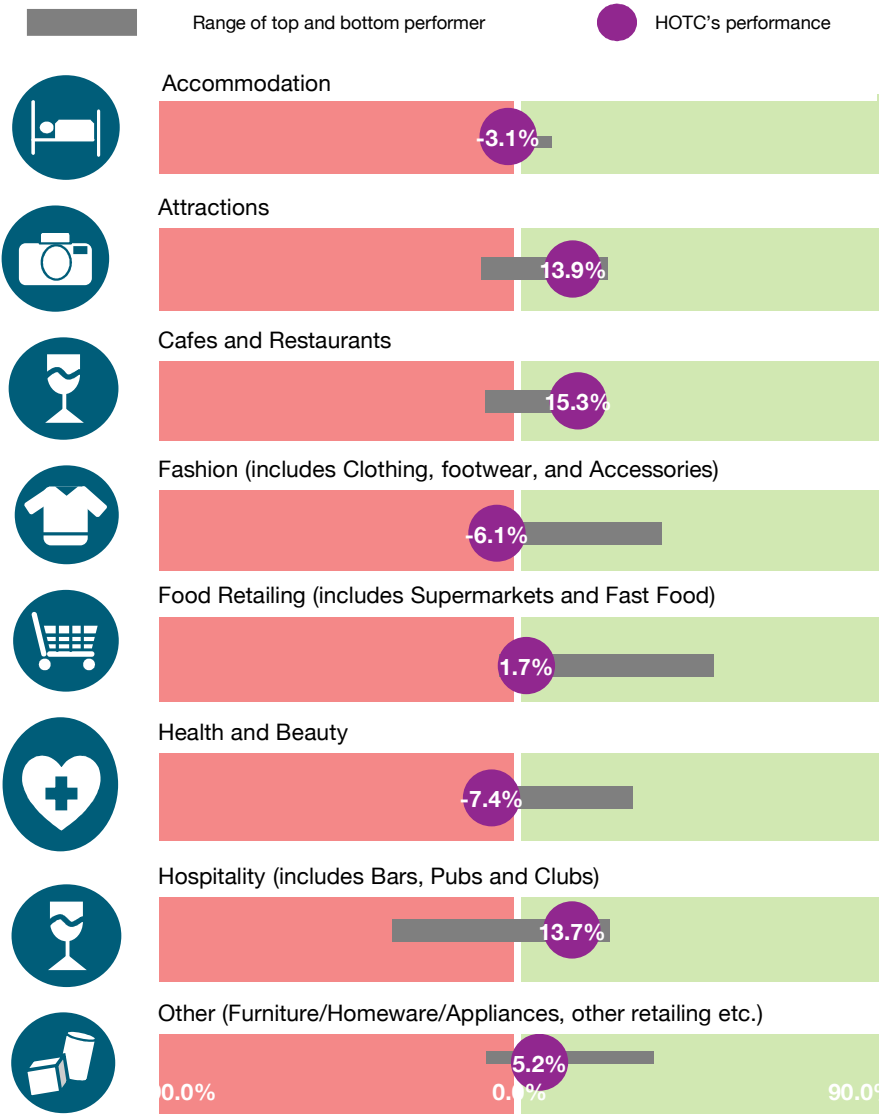
# 4. Category Breakdown

## HOTC Quarterly Market Activity Report



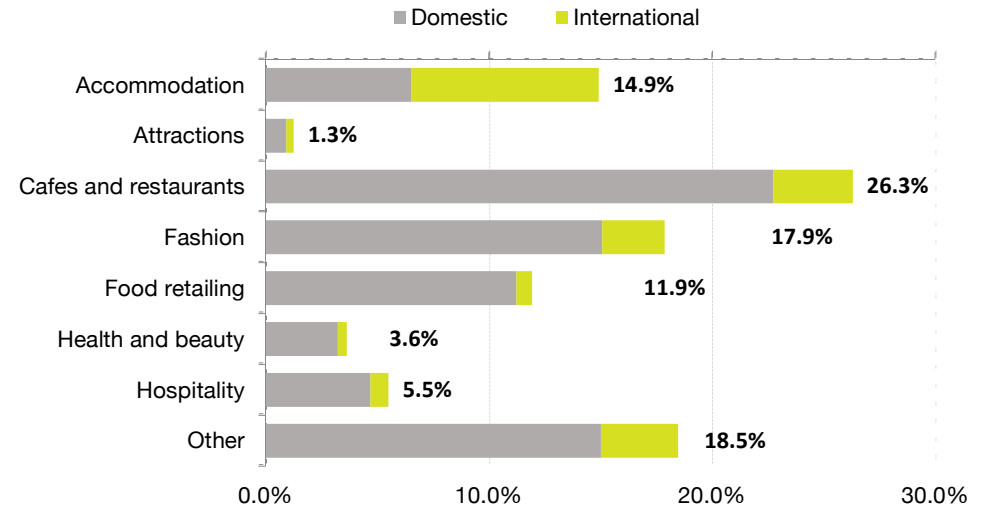
### 4.1 Change in Spending vs Competitors\*

(Change in Last Quarter vs same period last year)



### 4.2 Distribution of Spending in the Market by Category

(Including domestic/ international split)



### 4.3 Fastest Growing Categories

(Based on change in Spending)

|  |  |
|--|--|
| <i>HOTC category with the highest spend growth</i> | <i>Competitor category with the highest spend growth</i> |
| <b>CAFES AND RESTAURANTS</b>                       | <b>CAFES AND RESTAURANTS</b>                             |

#### \*Reading this Chart

This chart shows change in spending in HOTC for each sector in relation to competitors. The dark blue bars show the range in spending change and the orange bubbles show HOTC's position.

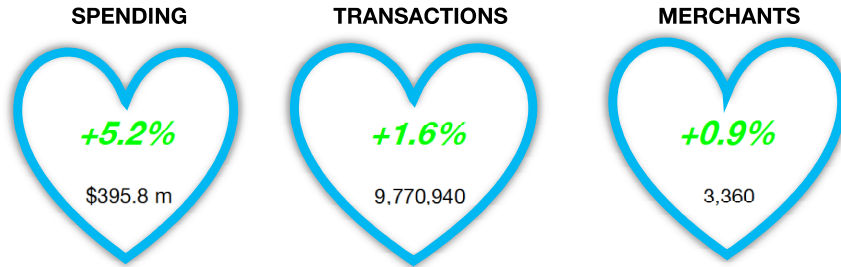
A good result is represented by the orange dot being closer or on the right end of the blue bar.

## HOTC MERCHANTS

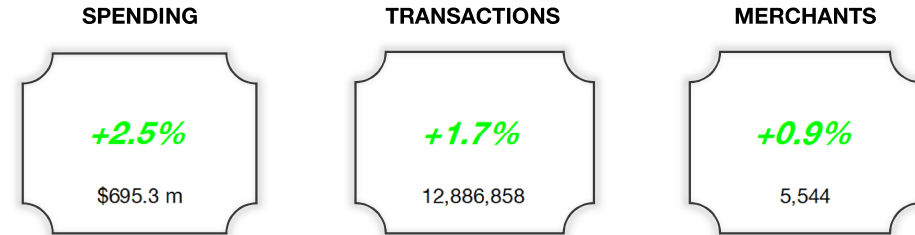
## COMPETITORS

### 1. Performance Summary

These figures show the percentage change in spending, using the Queen St same store alternative merchants, over the same time last year.

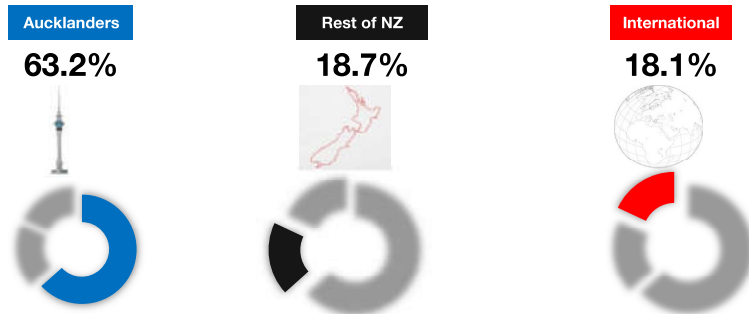


Spending at HOTC merchants was up 5.2% compared to the same quarter last year, while the number of transactions was up 1.6%. There were 0.9% more merchants this quarter, taking the total to 3360.



Spending at competitors was up 2.5% compared to the same quarter last year, while the number of transactions was up 1.7%. There were 0.9% more merchants this quarter, taking the total to 5544.

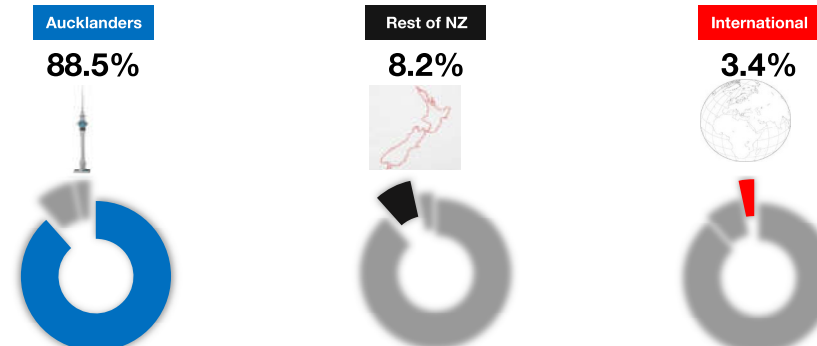
### 2. Cardholder Make Up



#### 2.1 Change in spending over same quarter last year



Spending from international cardholders at HOTC was up 17.5% compared to the same quarter last year. Spending from Aucklanders was up 7.7%, and spending from rest of New Zealand was up 0.3%.



Spending from international cardholders at competitors was up 2.9% compared to the same quarter last year. Spending from Aucklanders was down -4.6%, and spending from rest of New Zealand was up 12.2%.



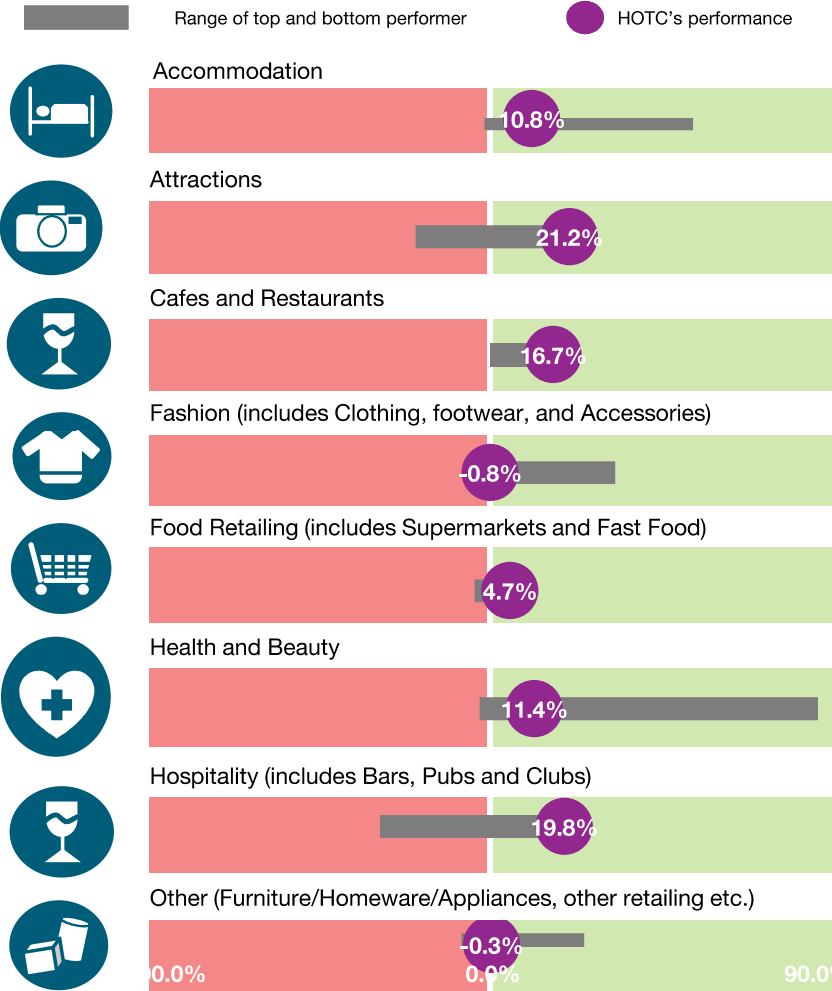
# 4. Category Breakdown

## HOTC Quarterly Market Activity Report



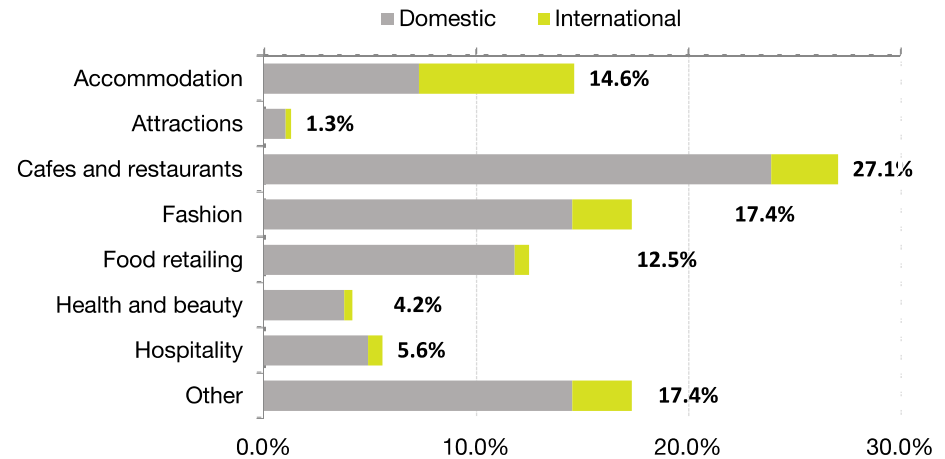
### 4.1 Change in Spending vs Competitors\*

(Change in Last Quarter vs same period last year)



### 4.2 Distribution of Spending in the Market by Category

(Including domestic/ international split)



### 4.3 Fastest Growing Categories

(Based on change in Spending)



**\*Reading this Chart**  
 This chart shows change in spending in HOTC for each sector in relation to competitors. The dark blue bars show the range in spending change and the orange bubbles show HOTC's position.  
 A good result is represented by the orange dot being closer or on the right end of the blue bar.