

## Advice from Max

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We are very grateful to Max for providing the following advice to their customers:

*"During the initial stages of the Government shutdown for licensed premises, we have been working with our venue partners to understand their preferences for how they would like to manage their loyalty programs during this time.*

*"To that point, for venues that have made contact, or were contacted by our team over the first few weeks of the shutdown we have discussed with many of them the maintenance of loyalty points and membership preservation for their customer programs.*

*"We've ensured that we have kept an accurate log of these instructions to ensure that we can provide the necessary support to deliver the action plans they have requested.*

*"Additionally, we have suspended fees (SMS fees charges still remain) and continued to provide access to our direct marketing platform, Alveo.*

*"We understand that it is vital at this time to remain in contact with customers and members, provide timely and important updates, and information on current offers they may be providing such as take-away and bottle shops."*