

This document should be read in conjunction with the first FAQs sent and the Press Release/s. If you have any questions or would like to record your dissatisfaction please contact NFRN Connect on 0800 121 6376 (free from UK landline) who will be happy to assist you.

Questions	Response
<p>I have read conflicting messages about this important matter. What is my supplying wholesaler’s position?</p>	<p>At the outset, Smiths News responded by saying that any change would have to fit the existing route to market and operational systems used.</p> <p>It then changed this to being supportive of our position; but has changed its position again, stating that it was unable to stop the pilot. In essence, this means choosing its publisher contract over its terms and conditions of supply to you.</p> <p>Smiths News does agree that the communication surrounding this move is a total mess but despite this it has chosen to not cease the pilot nor improve on the communications.</p> <p>Along with a number of complaints to Smiths News and Menzies Distribution there is growing evidence that indicate the news wholesale network has been supportive of this pilot.</p>
<p>Why are only independent retailers being selected?</p>	<p>Despite serving the same consumer, Egmont believe that independents create the most waste (unsolds) copy, and therefore claims that this is the biggest opportunity to “save the planet”.</p> <p>The real reason is that it has chosen to discriminate against independent retailers through selective supply arrangements with multiple retailers and has not done sufficient work or system amendments to ensure neither their retail stockists or consumers are happy.</p>
<p>I have heard that a trial in the Republic of Ireland was successful?</p>	<p>The NFRN maintains that the undertakings in Ireland were not the same; that no retail discrimination took place as is happening here. The suppliers refuse to comment on this and we believe were not told the truth about undertakings in Ireland by the distributor involved.</p> <p>The NFRN fears that this untruth has continued and with no clear measurements or project goals being stated it is likely that a hidden agenda exists.</p>
<p>What would happen in the event a consumer complained (e.g. getting the same gift or magazine twice) and wanted thier money back?</p>	<p>The suppliers refuse to answer this, and we are aghast at this silence. We have taken steps to advise others of this consumer detriment. Support to oppose this pilot and this treatment of</p>

Egmont – FAQs 2

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	consumers from other FMCG suppliers, including newspapers is growing
What are the details of this trial?	The suppliers still continue to refuse to communicate any details to retailers.
Is my trading margin and RRP affected?	The suppliers refuse to answer this question also.
What happens if the 1 <sup>st</sup> wave copies had a highly efficient sell through?	We believe that most IND stores would simple not be supplied with any copies of that edition and further consumer detriment would take place.  Any shop save or HND orders will, therefore, not be fulfilled.
What would be in place to prevent a multiple retailer promoting / advertising this competitive trading advantage?	Nothing and if allowed to advance, a 2 <sup>nd</sup> tier of retailers selling outdated titles in certain sectors could become a reality.
What is in place to ensure another publisher would not be allowed to do the same?	Again, nothing. Members will be advised of any publisher attempting the same action and we would name the titles involved.
Are new titles affected?	At this stage we are not aware of any plans to do this.
I am very near to and competing with a multiple retailer and often achieve a better sale and know that I give a better consumer experience. What will the consumer now do?	This was not answered; however, it is highly likely that the consumer will become confused, feel misled and will simply stop purchasing these titles.
I want to delist these titles from my range – can I?	Absolutely; this is your right and if it is refused please contact the NFRN for further advice.