

## Fly Further with Frequent Flyer Points on IPO Bids

### *OnMarket Partners With Velocity Frequent Flyer*

**16 November 2016:** Innovative fintech company OnMarket BookBuilds (OMB) has today announced a world-first partnership with the multi-award winning loyalty program of Virgin Australia, Velocity Frequent Flyer. The partnership will allow investors to earn Velocity Points on investments they make in Initial Public Offerings (IPOs).

Velocity becomes the first airline loyalty program to launch an 'invest and fly' program to link its frequent flyer points with IPO bids, as it rewards its members with a new and unique opportunity to earn Velocity Points.

Velocity members will earn 1 Point for every \$4 spent via OnMarket, with no limit on the number of Velocity Points that can be earned.

Chief Executive of OMB, Ben Bucknell said: "Velocity and OnMarket are partnering to reward investors who love to fly. We wanted to partner with a like-minded brand who embraces innovation and technology like we do. Partnering with Velocity is a fantastic way for new OnMarket members to build their wealth and get on a plane quicker.

"In its first year, the [OnMarket app and portal](#) has given the Australian public access to 29 IPOs. That's approximately 1 in 3 of all IPOs in Australia in the corresponding period. On average, OnMarket IPOs rose 22% in the 3 months after listing. Now, all new members who join OnMarket can earn Velocity Points when they bid on IPOs."

Velocity Frequent Flyer CEO Karl Schuster said: "We want Velocity members to be able to earn Points in every facet of their lives and we know wealth management is an important consideration for many Australians.

"We are proud to be partnering with an innovative fintech like OnMarket that makes it easier for Australians to participate in wealth creation – while earning Velocity Points in the process," Mr Schuster said.

Prime Minister Malcolm Turnbull launched OnMarket to a large media gathering in October 2015 as part of his innovation agenda.

"We are opening up the IPO market to the public so that they can take advantage of this high performing 'asset class'. There are no favourites or preferred investors – mum and dad, institutional, SMSF, first-time – all OnMarket investors are treated equally. If an IPO is oversubscribed, everybody is scaled back by the same proportion," said Bucknell.

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### **About On-Market BookBuilds (OMB)**

OnMarket BookBuilds' mission is to empower investors and companies through innovation in financial technology. OMB believes that investors and companies benefit when capital raisings are conducted fairly, transparently, and efficiently. The company's [OnMarket app and bidding platform](#) is a wholly-owned and operated initiative of OMB. The OnMarket app and bidding platform is not a joint venture with ASX and is independent of OMB's association with ASX in relation to the ASX BookBuild facility. For further information go to [www.onmarketbookbuilds.com](http://www.onmarketbookbuilds.com).

### **About Velocity Frequent Flyer**

Velocity Frequent Flyer is the multi-award winning loyalty program of Virgin Australia. The program launched in 2005 bringing competition to the loyalty landscape in Australia for the first time by offering genuine and unique rewards to its members.

Today, the program has a membership base of more than 6.4 million. The program gives members the ability to earn Points when flying to more than 600 destinations worldwide with Virgin Australia or any of its 12 airline partners including Air New Zealand, Delta Air Lines, Etihad Airways, and Singapore Airlines. It also offers an extensive portfolio of more than 100 hotel brands and a partnership with Agoda, giving members the ability to earn Points at more than 600,000 hotels around the world. Velocity Frequent Flyer has the widest retail offering of any loyalty program in Australia with more than 200 retail brands in its online e-store, which launched in 2008 and a wide range of credit card options to suit the different needs of its customers.