

# KANTAR

## Global Tracker 2024

### China Presentation Deck



Brought to you by your Kantar Team:  
Sally Kennedy, Poorva Shinde and Carolina Ferrando



# Contents of today's presentation



1 MACRO MARKET CONTEXT



2 PROTEIN LANDSCAPE



3 BEEF BRAND HEALTH- BY COUNTRY OF ORIGIN



4 LAMB BRAND HEALTH- BY COUNTRY OF ORIGIN

























5 AUSSIE BEEF/AUSSIE LAMB



6 FINAL THOUGHTS & DISCUSSION



We have conducted the global tracker in 22 markets over the last 10 years, with Chinese fieldwork run every year.

MARKETS	 Japan	 Korea	 China	 Indonesia	 Singapore	 Malaysia	 Philippines	 Taiwan	 Thailand	 Vietnam	 USA	 Canada	 KSA	 UAE	 Oman	 Jordan	 Kuwait	 Qatar	 UK	 Hong Kong	 Mexico	 Chile	Total # of markets	
2015																							11	
2016																								15
2017																								11
2018																								13
2019																								10
2020																								9
2021																								11
2022																								11
2023																								11
2024																								6



# INTRODUCING MLA'S GLOBAL CONSUMER TRACKER

*Diverse markets, with some universal truths.*

## 2024 Study Details:



5,800 interviews globally  
800 interviews in China



6 Markets (See right)



20-minute online survey



Consumers aged 18-64  
Grocery buyers, meal planners  
Affluent households (skew)  
Selected based on potential openness and  
ability to buy AU Beef and/or Lamb  
(Not representative of total market)



Captures meat consumption habits,  
attitudes, perceptions of COO Beef &  
Lamb, purchase drivers, channels, trust  
and True Aussie



Conducted annually, this study collects  
historical data allowing the tracking of  
trends overtime



# China sample – a deliberate skew (not Nationally Representative)

Consumers aged 18-64  
Grocery buyers, meal planners  
Affluent households (skew)  
Selected based on potential openness and  
ability to buy AU Beef and/or Lamb  
(Not representative of total market)



**Sample is made up of 800 consumers**

		COUNTRY INCIDENCE	SAMPLE STRUCTURE
Gender	Male	52%	40%
	Female	48%	60%
Age	18-34	-	47%
	35-49	-	40%
	50-64	-	15%
Cities	Beijing	2%	22%
	Shanghai	3%	19%
	Guangzhou	3%	20%
	Chengdu	1.3%	20%
	Chongqing	2%	19%
Consumption	Buy Fresh Meat at Least Occasionally	-	100%
MGBs	Main Grocery Buyers	-	96%
Children	Households with Children	-	74%
Income	Less than 100K	-	4%
	100K - 199,999	-	30%
	200K and more	-	66%

## The Central Question

How can Australian red meat grow its equity and strengthen its justified premium position in the Chinese market, as competitive pressure increases?

1  
Macro- market context

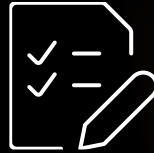


# Lift of export bans indicates better market access for AU Beef. However, increased import permits and tariff reductions for NZ make the landscape in China more competitive.



## Protein consumption trends

- **Beef consumption:** After uplifts in 2023, consumption in 2024 is predicted to remain flat.
- **Pork consumption:** Despite its current dominance of the meat market, health concerns, combined with rising income levels, threaten pork's market share.
- **Lamb consumption:** While sheep meat accounts for a small proportion of dietary protein in China, consumption has grown gradually over the past decade with rising incomes and urbanisation.



## Trade agreements

- The RCEP and the upgrade of the China-New Zealand FTA in 2022 allows **tariff reductions making NZ beef pricing more competitive.**
- China has also granted import permits to other countries such as the US and South American in an **attempt to diversify beef imports.**



## Market access for AU Beef

- In May 2024, China lifted the suspension of exports from five meat processing facilities in Australia – making a total of eight Australian beef processors having suspensions lifted, while two remain suspended.
- This indicates **better market access** for AU Beef in the future

2

# Protein landscape

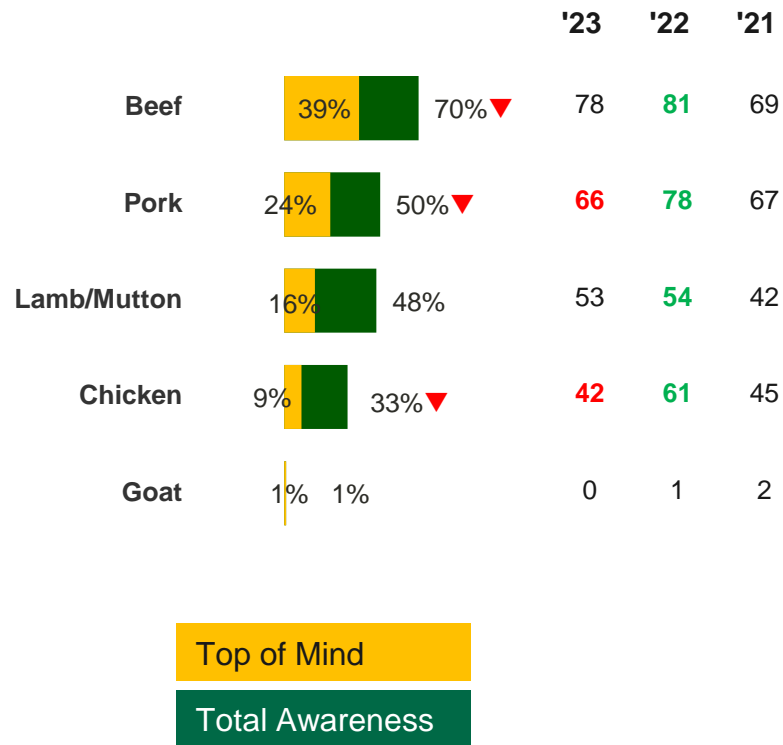


# Beef remains the predominant protein in China's meat buying landscape. This is followed by Pork and Chicken that also predominate but are starting to decline. (Mainly led by affluent consumers.) Meanwhile Lamb, Mutton, and Goat purchasing has increased

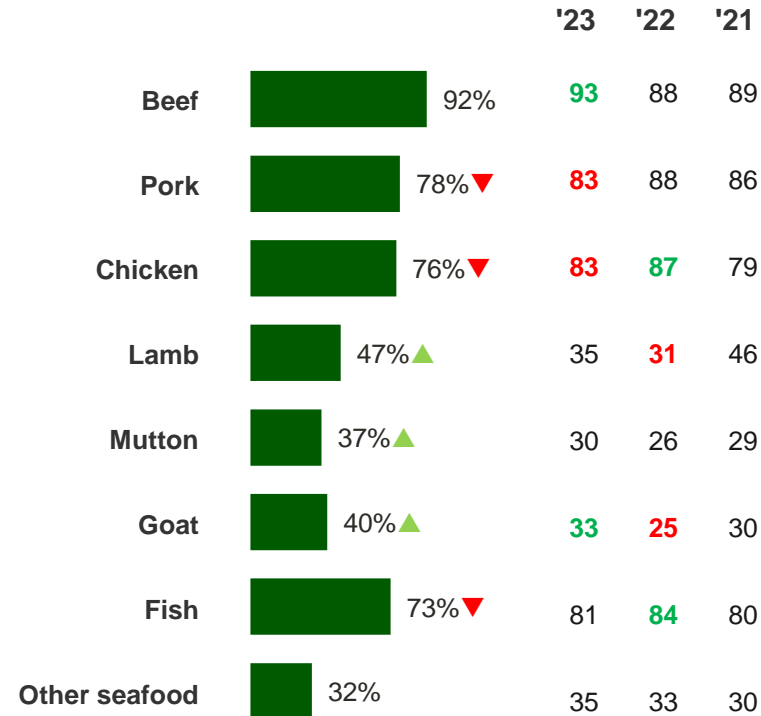
## Key Protein Metrics



### Spontaneous Awareness



### Bought In Last Month

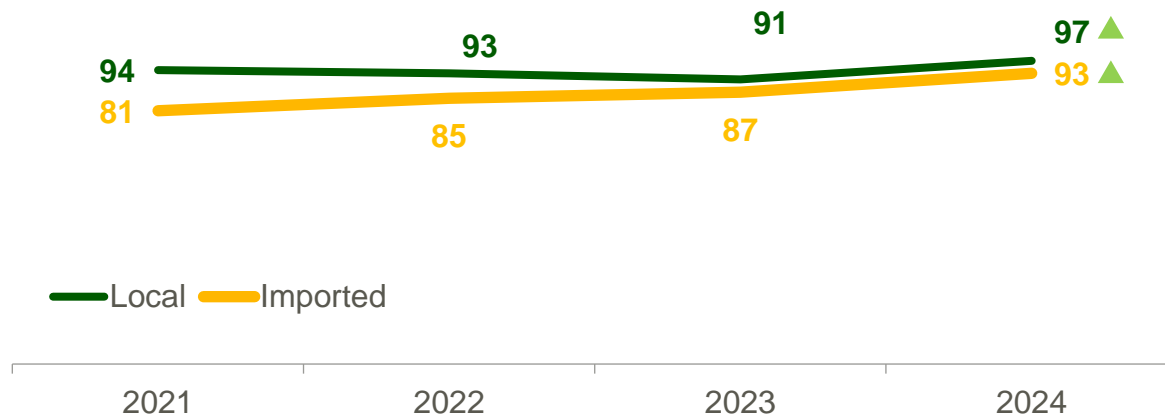


# Local beef continues to be bought more often compared to imported beef. Over time, however, monthly purchase for imported beef has also increased

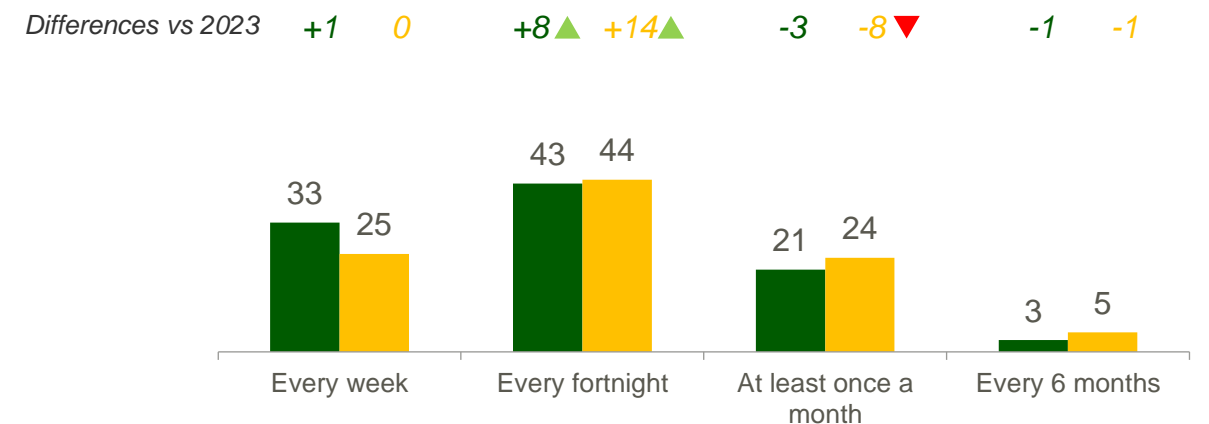


Frequency of buying local and imported beef

**Local & imported** monthly purchase beef over time  
(among those who buy Beef)



**Frequency of buying local and imported** beef  
(among those who buy Beef)

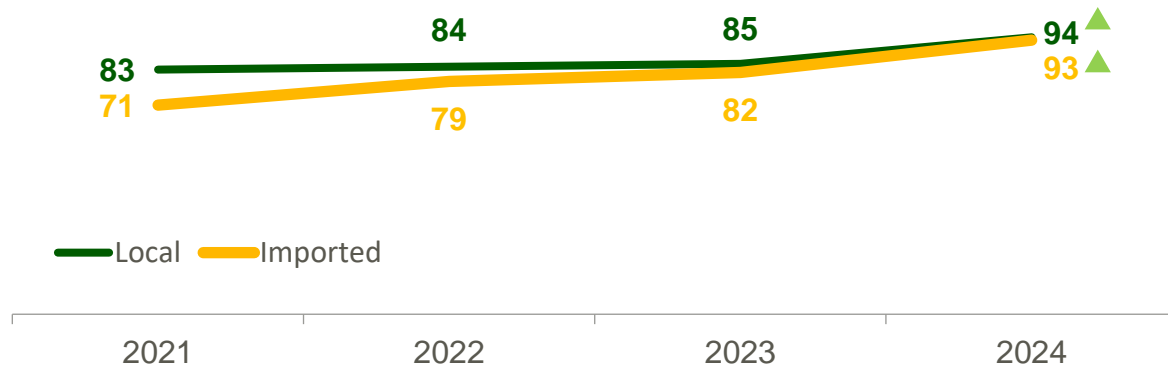


Local lamb is bought more frequently compared to imported lamb (more consumers buying it weekly/ fortnightly). With the increase in lamb consumption, over time, monthly purchase has increased for both local and imported lamb.

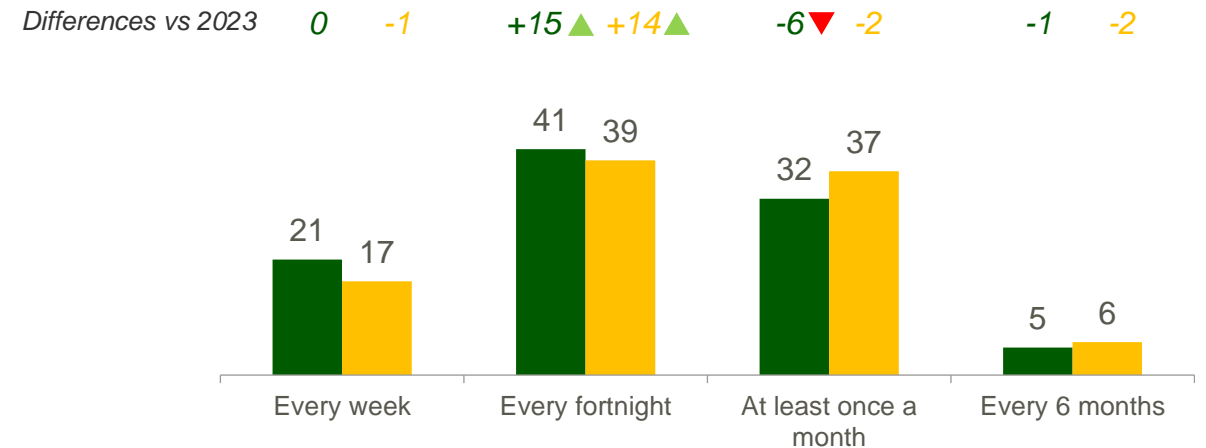


Frequency of buying local and imported lamb

**Local & imported** monthly purchase lamb over time  
(among those who buy Lamb)

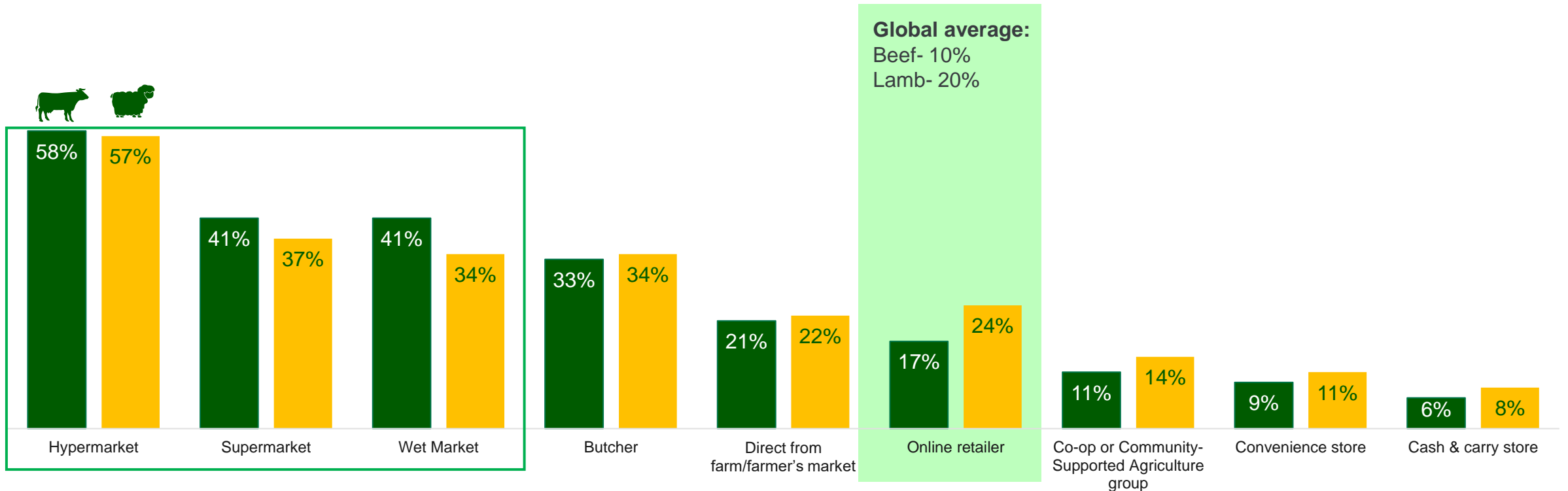


Frequency of buying **local** and **imported** lamb  
(among those who buy Lamb)



# Hypermarkets, supermarkets and wet markets are the go-to for consumers when buying beef or lamb. Buying meat online is more common in China compared to the global average

Places of purchase at least once a month - Beef and Lamb



# Summarising Protein landscape in China

## Protein consumption

---

Overall purchase of the staples i.e. Pork and Chicken is declining – led mainly by affluent consumers.

While Beef purchasing remains high and stable, Lamb purchases have increased.

Increase in frequency of purchase for imported Beef and Lamb indicates a favourable environment for Australia to capitalise on and increase share.

## Online red meat purchase

---

While physical channels continue to dominate red meat purchases, online purchases in China are higher compared to other countries measured.

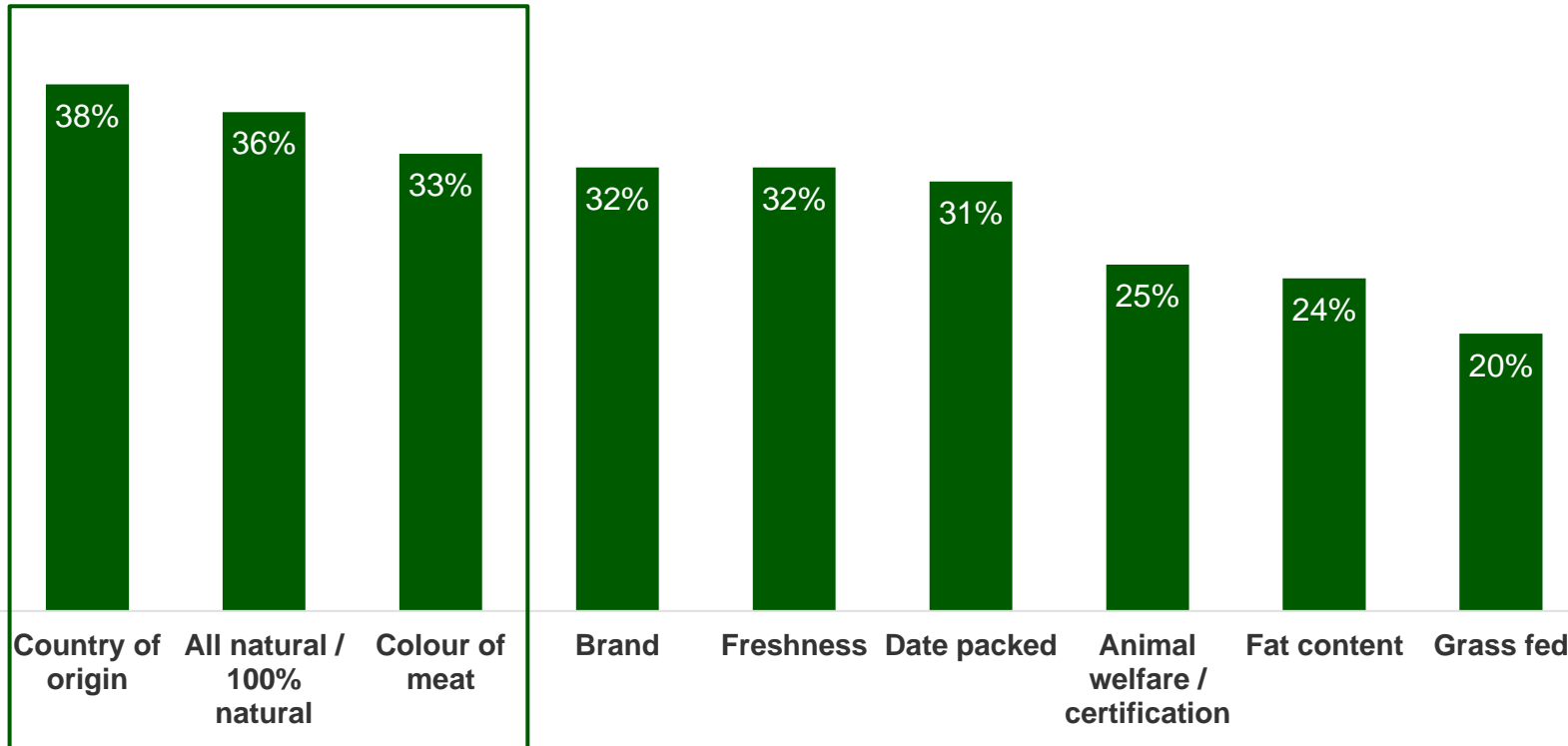
With increasing competitive pressure, it will be important for AU Beef and Lamb to ensure it is present in the relevant channels. Compared to Chicken and Pork it is well-placed to meet changing lifestyles and preferences.

3  
Beef- Brand Health  
By Country of Origin



Ensure to display AU Beef logo clearly as the COO of Beef is the first cue they look for in the pack, and it is more important than in other markets. Credentials of natural and the colour of the meat are also relevant factors.

Top 'on pack' cues sought while buying beef



COUNTRY OF ORIGIN	
Country	Rank
China	1
Japan	2
UAE	4
South Korea	4
Indonesia	7
USA	16

# The brand list remains consistent with 2023 allowing year-on-year comparisons.



Beef brands tracked in 2023

**Local Chinese beef**

---



**Australian beef**

---



**New Zealand beef**

---



**American beef**

---



**Brazilian beef**

---



**Argentinian beef**

---



**Canadian beef**

---



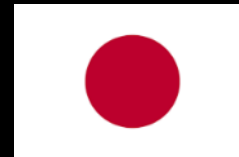
**Uruguayan beef**

---



**Japanese beef**

---

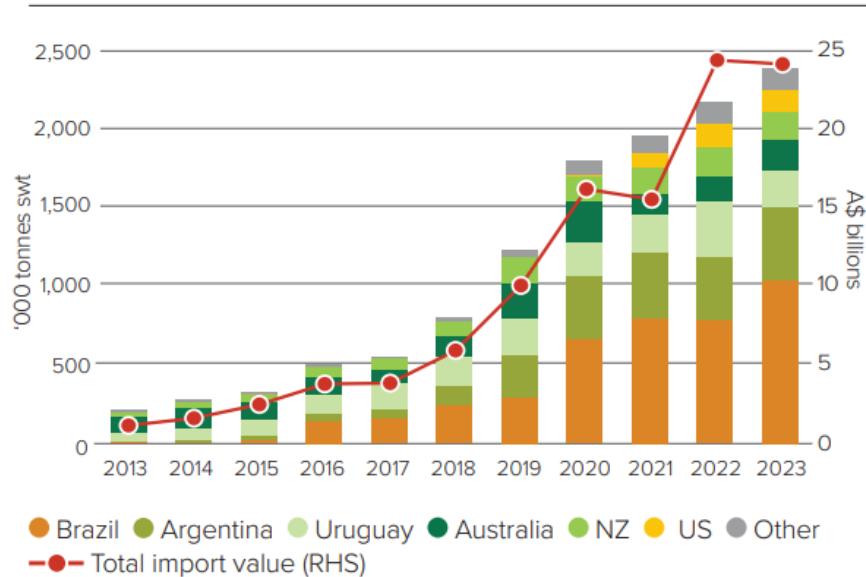


**Brazil and Argentina maintain the highest volume share, benefitting from weaker currencies and lower prices. The lifting of export bans for meat processing facilities in Australia suggests improved market access in the future.**



## China beef imports

China beef imports by supplier\*



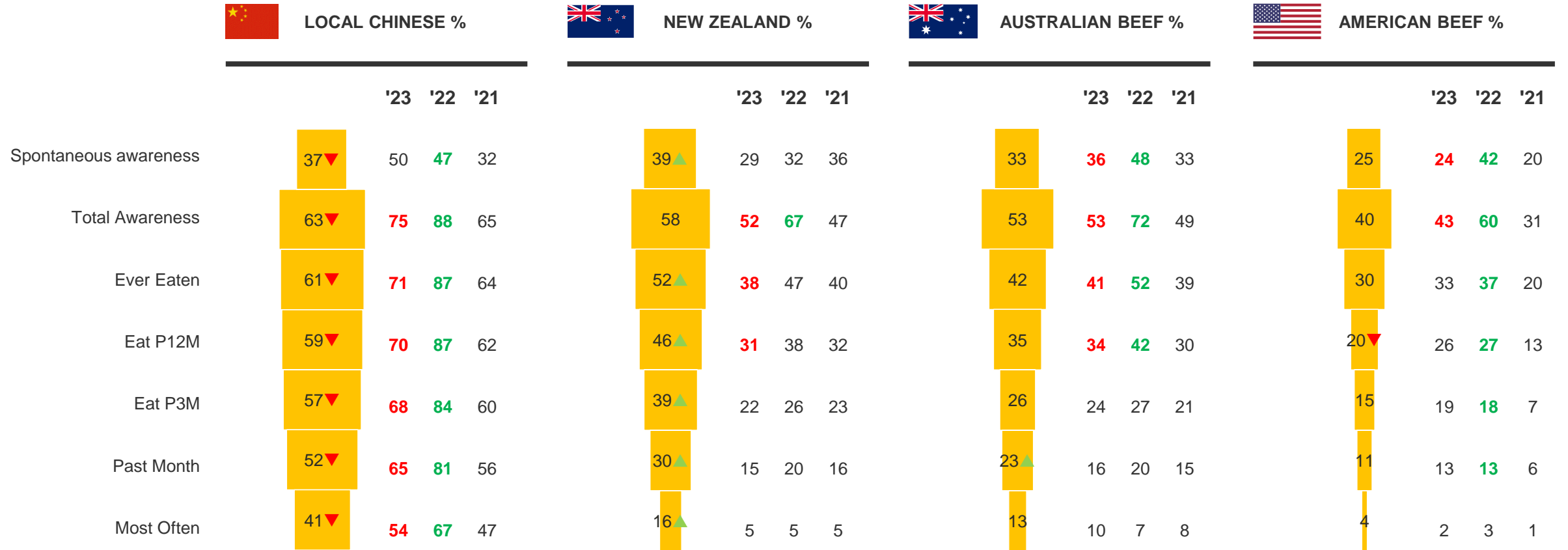
Source: S&P Global MI Global Trade Atlas (GTA), \*MAT year ending September

- Competition in China’s beef market is intense with at least 31 countries now granted market access, driven by a government priority to diversify the country’s supply.
- The US has increased its value share of China’s total beef imports from 1% in 2019–20 to 10% in 2022–23, benefiting from its preferential establishment listing and market access conditions. The US has sole approval to export HGP-treated beef to China.
- South American countries dominate China’s direct frozen beef import market, particularly Brazil, Argentina, and Uruguay, which have benefited from weaker currencies and lower beef prices.

# Up until 2023, AU Beef had the strongest brand health among all Beef imports. In 2024, NZ Beef saw substantial growth, overtaking AU Beef.



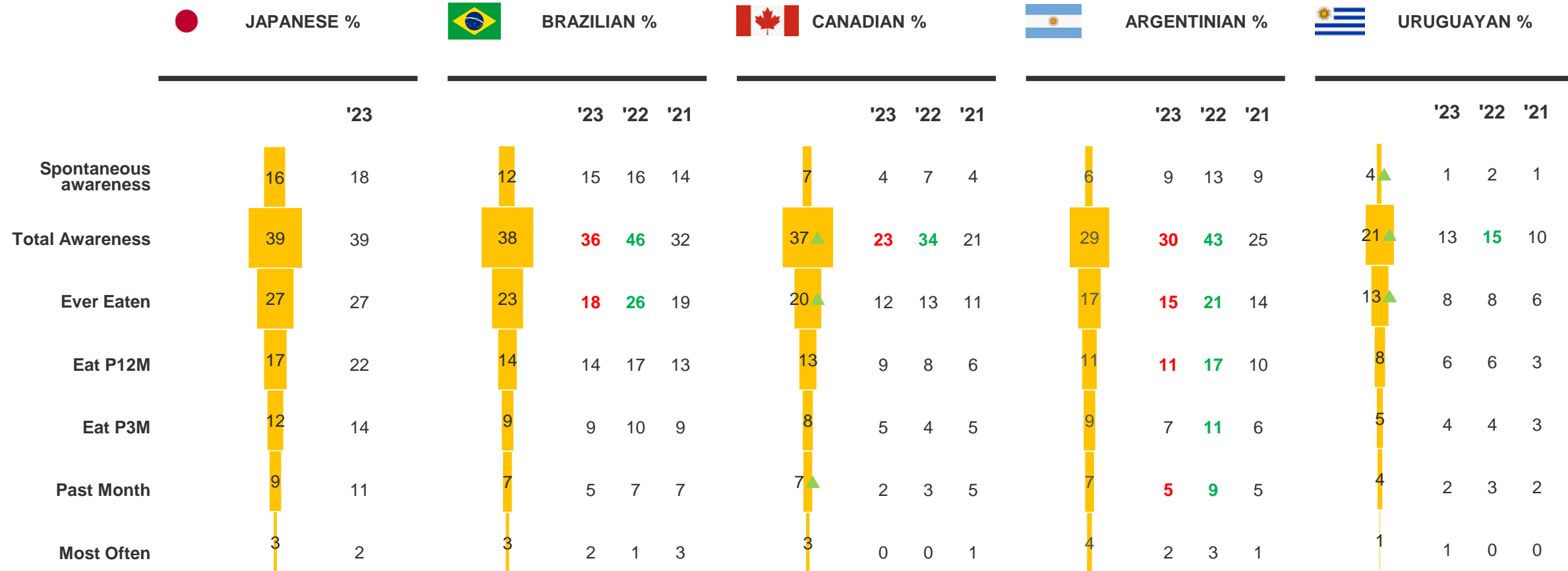
## Beef - Brand health funnels by country of origin



# All other imports continue to have comparatively weaker brand health



## Beef - Brand health funnels by country of origin



## There are two paths to brand growth

By increasing the likelihood  
**that a consumer will buy a brand**

---

We call this **Demand Power**



**Demand Power**

High Demand Power brands capture **5x higher** volume share

By increasing the likelihood  
**consumers will pay for a brand**

---

We call this **Pricing Power**



**Pricing Power**

High Pricing Power brands can charge **25% more** than brands with a low Pricing Power score

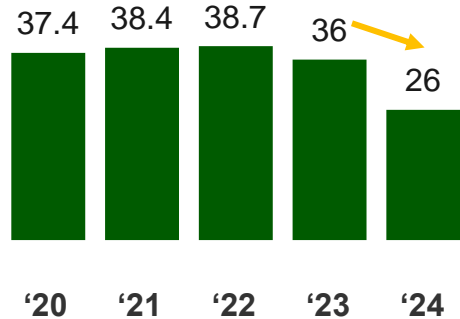
# NZ Beef's strengthened brand health led to increased demand, drawing equity away from Local Beef. AU Beef's position has declined over time, urging to regain its position.



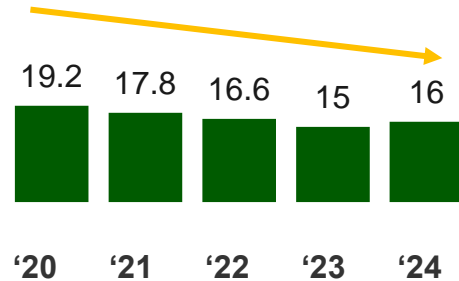
## Beef Country Of Origin –Demand Power



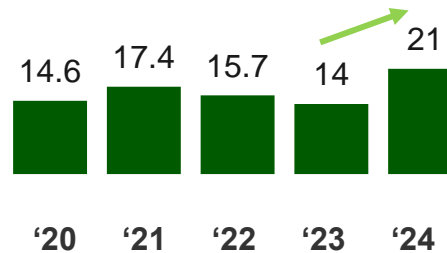
LOCAL CHINESE %



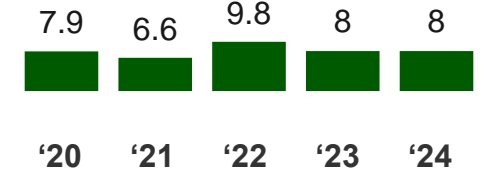
AUSTRALIAN BEEF %



NEW ZEALAND %

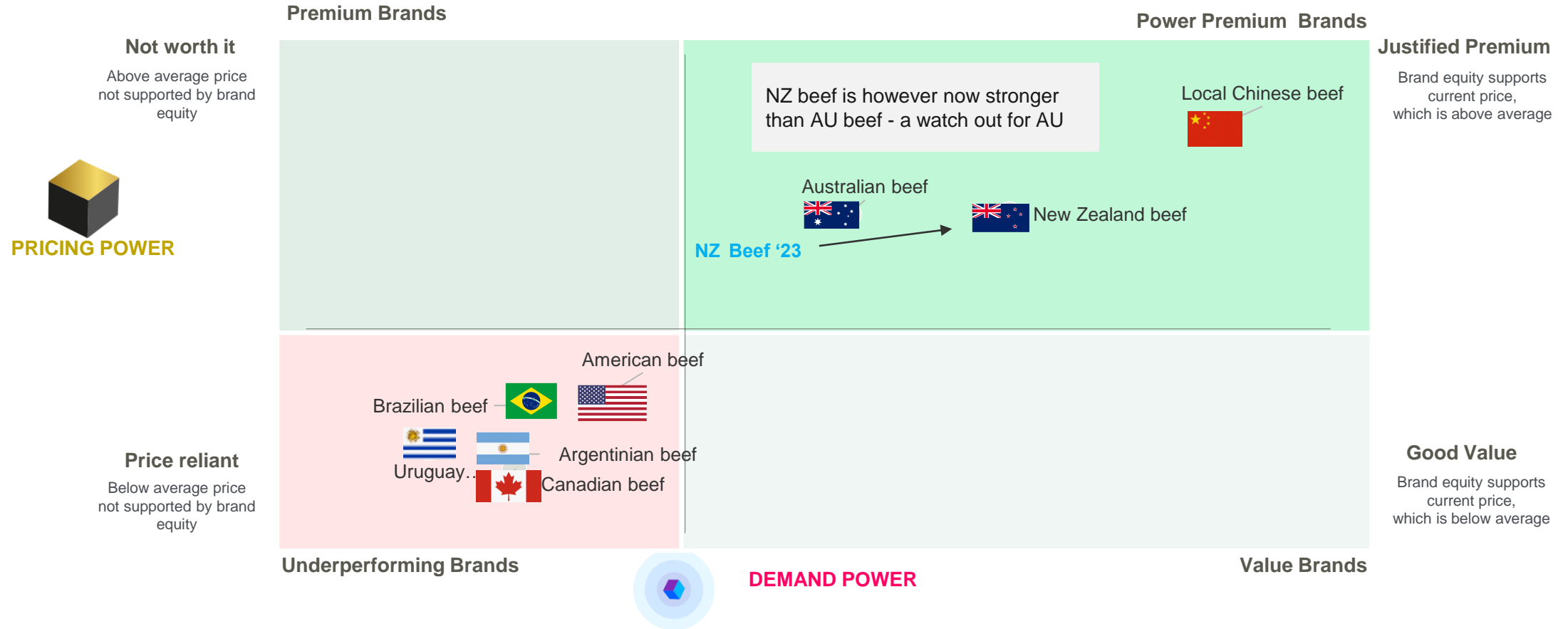


AMERICAN BEEF %



Demand Power








# Due to strong equity, AU and NZ are perceived as Premium COO relative to other imports, however NZ has overtaken AU Beef.



The associations that consumers hold in their minds for beef in China break into 7 themes. Perceptions of **Goodness** continue to have the highest influence in driving Demand Power along with **Cheap & Easy** and **Superior**



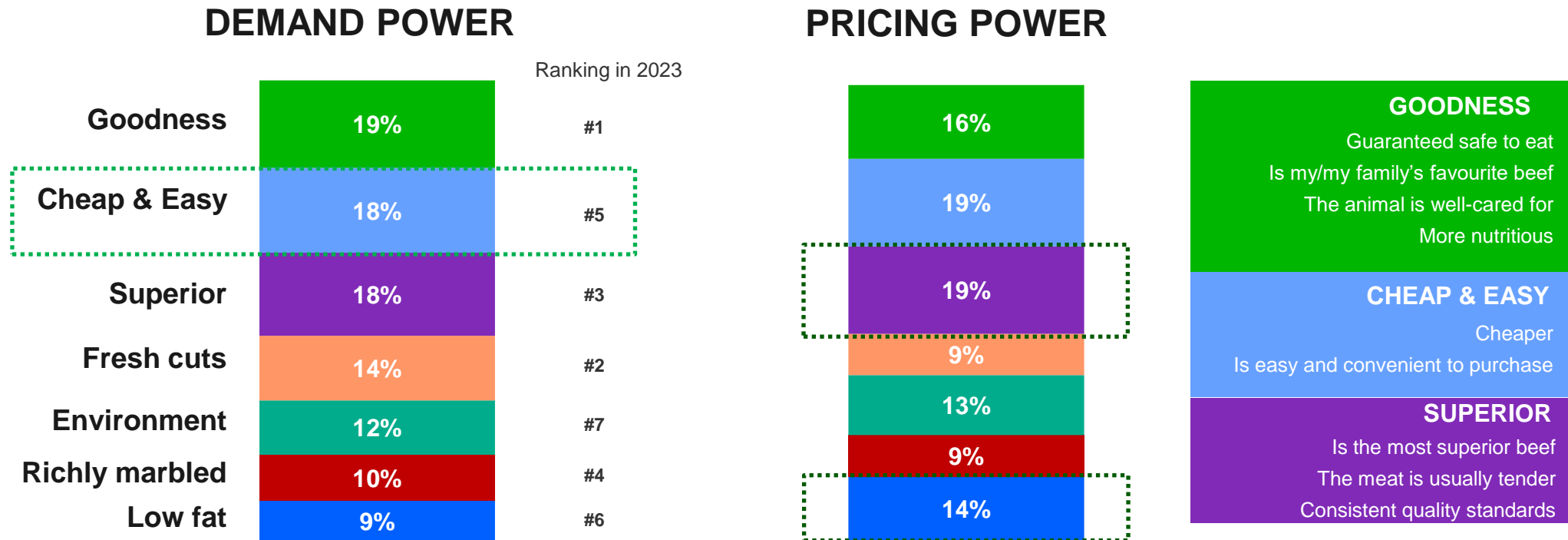
Imagery factors and importance in driving demand power

 <b>Goodness</b>	 <b>Cheap &amp; Easy</b>	 <b>Superior</b>	 <b>Fresh Cuts</b>	 <b>Environment</b>	 <b>Marbling</b>	 <b>Low In Fat</b>
<hr/> <p><b>19%</b> (18%)</p> <hr/>	<hr/> <p><b>18%</b> (12%)</p> <hr/>	<hr/> <p><b>18%</b> (15%)</p> <hr/>	<hr/> <p><b>14%</b> (17%)</p> <hr/>	<hr/> <p><b>12%</b> (11%)</p> <hr/>	<hr/> <p><b>10%</b> (14%)</p> <hr/>	<hr/> <p><b>9%</b> (12%)</p> <hr/>
<ul style="list-style-type: none"> <li>– Guaranteed safe to eat</li> <li>– Is my/my family's favourite beef</li> <li>– The animal is well-cared for</li> <li>– More nutritious</li> </ul>	<ul style="list-style-type: none"> <li>– Cheaper</li> <li>– Is easy and convenient to purchase</li> </ul>	<ul style="list-style-type: none"> <li>– Is the most superior beef</li> <li>– The meat is usually tender</li> <li>– Consistent quality standards</li> </ul>	<ul style="list-style-type: none"> <li>– Fresh</li> <li>– Offers a variety of cuts that suit the meals I make</li> </ul>	<ul style="list-style-type: none"> <li>– The industry is environmentally sustainable</li> </ul>	<ul style="list-style-type: none"> <li>– The fat is nicely marbled</li> </ul>	<ul style="list-style-type: none"> <li>– Is low in fat</li> </ul>

**Cheap & Easy** is now more important in driving Demand Power. Perceptions of **Superior** and **Low fat** are more important in driving Pricing power, which is an important aspect for AU Beef



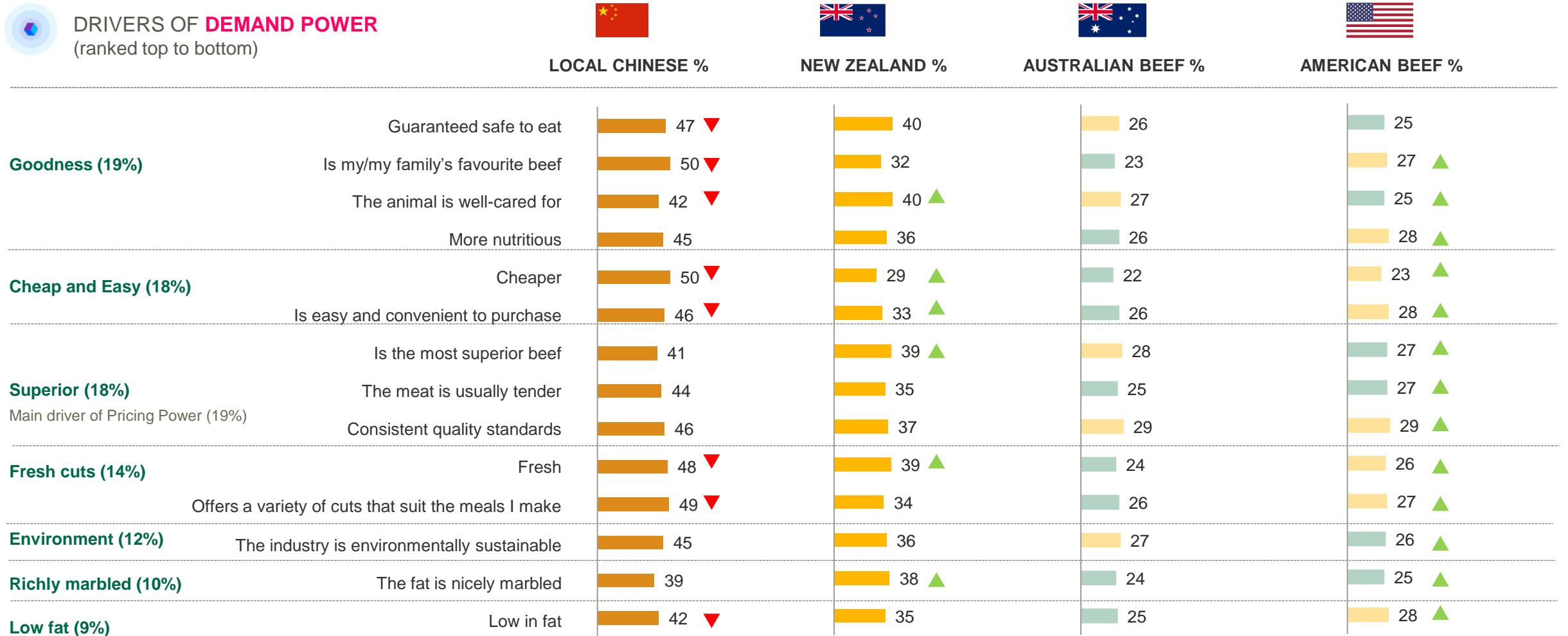
Imagery factors and importance in driving demand power



# While NZ beef has stronger associations compared to AU, American beef is also a watch out with associations in line with AU and growing. AU needs to defend its position against these two brands



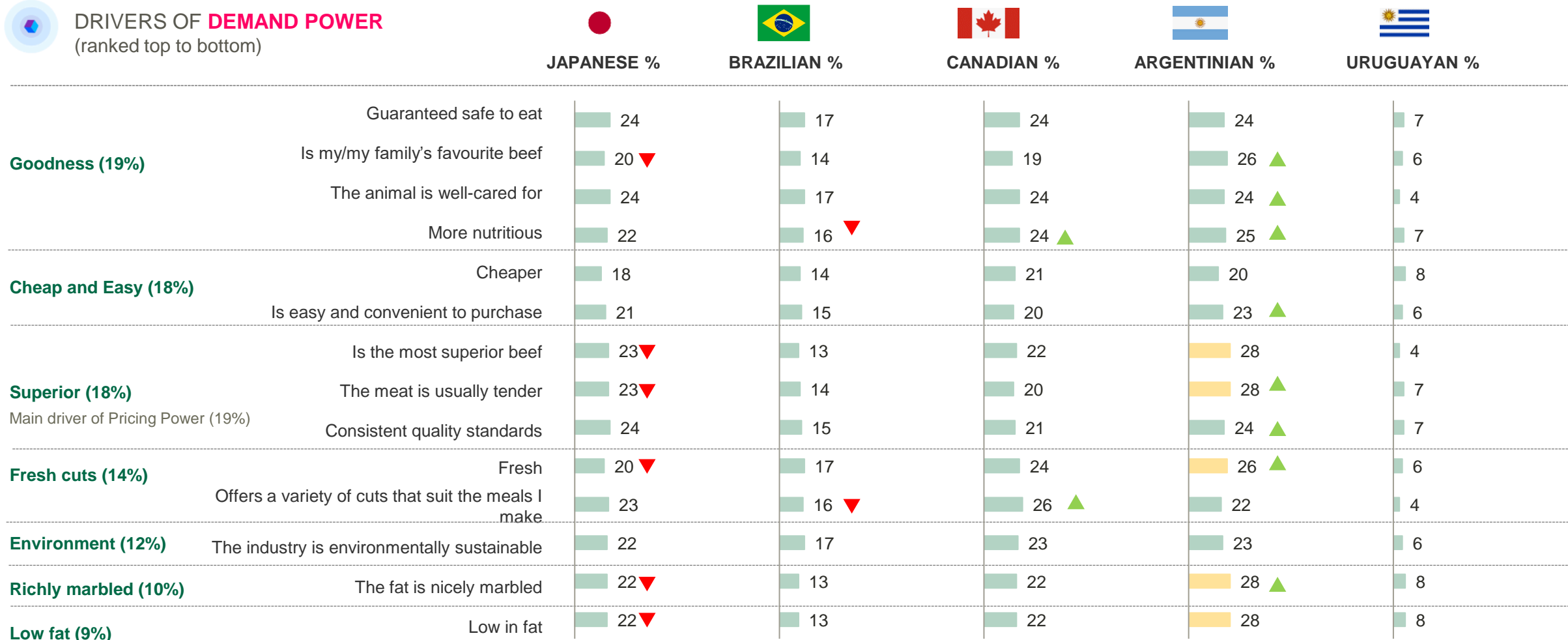
## DRIVERS OF DEMAND POWER (ranked top to bottom)



# Argentinian beef is a growing threat as it has strong associations with superiority, tenderness, fresh, fat nicely marbled, and low in fat. Meanwhile Japan associations have softened



DRIVERS OF DEMAND POWER  
(ranked top to bottom)



# Big brands naturally attract high endorsement, which can limit insights. But we can run a statistical analysis (BIPS) to strip out size to identify relative strengths and weaknesses.

BIP Analysis and why we should look at it?



## Limited Insights:

Big Brand leads on everything, followed by Medium Brand and Small Brand.

## More Insights:

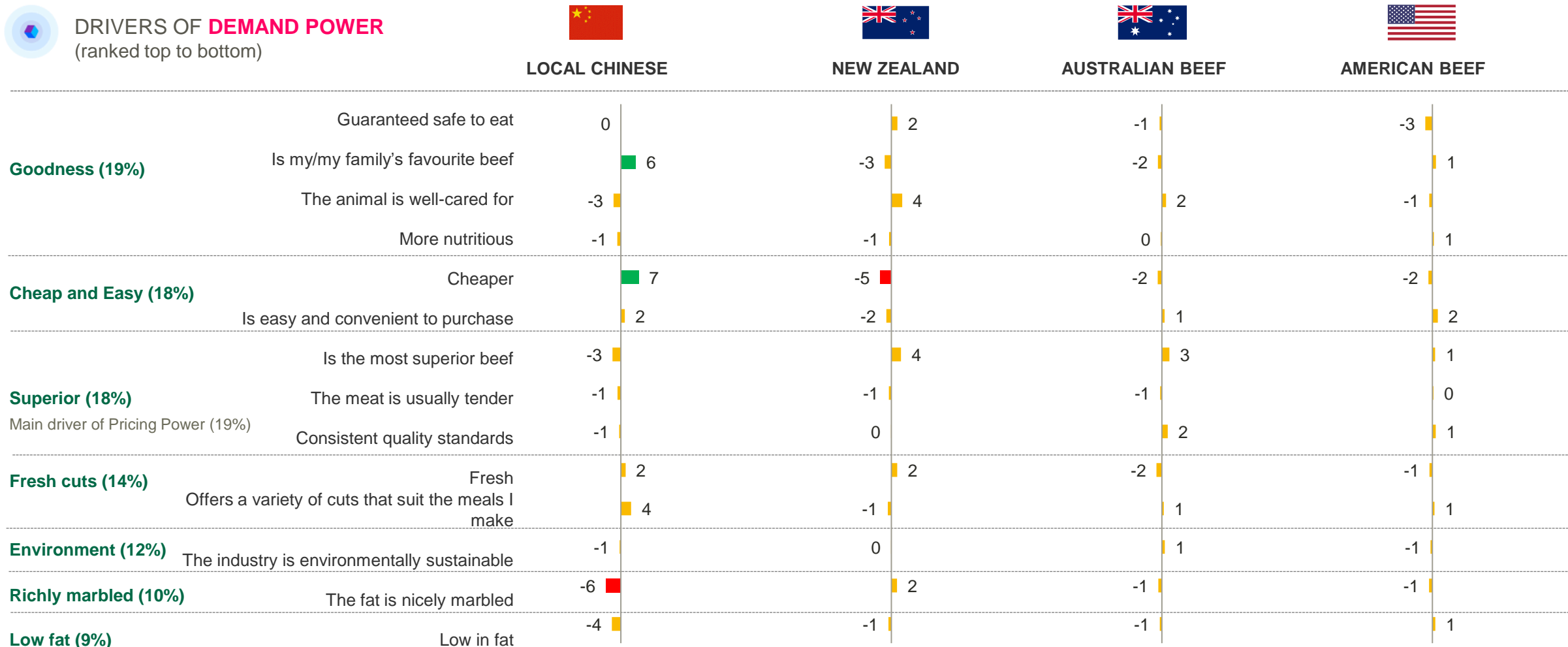
- Big brand’s strength is driven by Association 2
- Medium brand’s role is clear in consumers’ minds – it is known for Association 3, but not for Association 1
- While small, Small Brand is a threat on Association 1

We can then **overlay what drives demand and willingness to pay** to help you pursue what matters most (choice/price driving associations, differentiation/competitive white space)

# Consumers don't have a clear image of any of the Imported COO in mind, creating an opportunity for AU to differentiate on key drivers of Demand & Pricing Power.



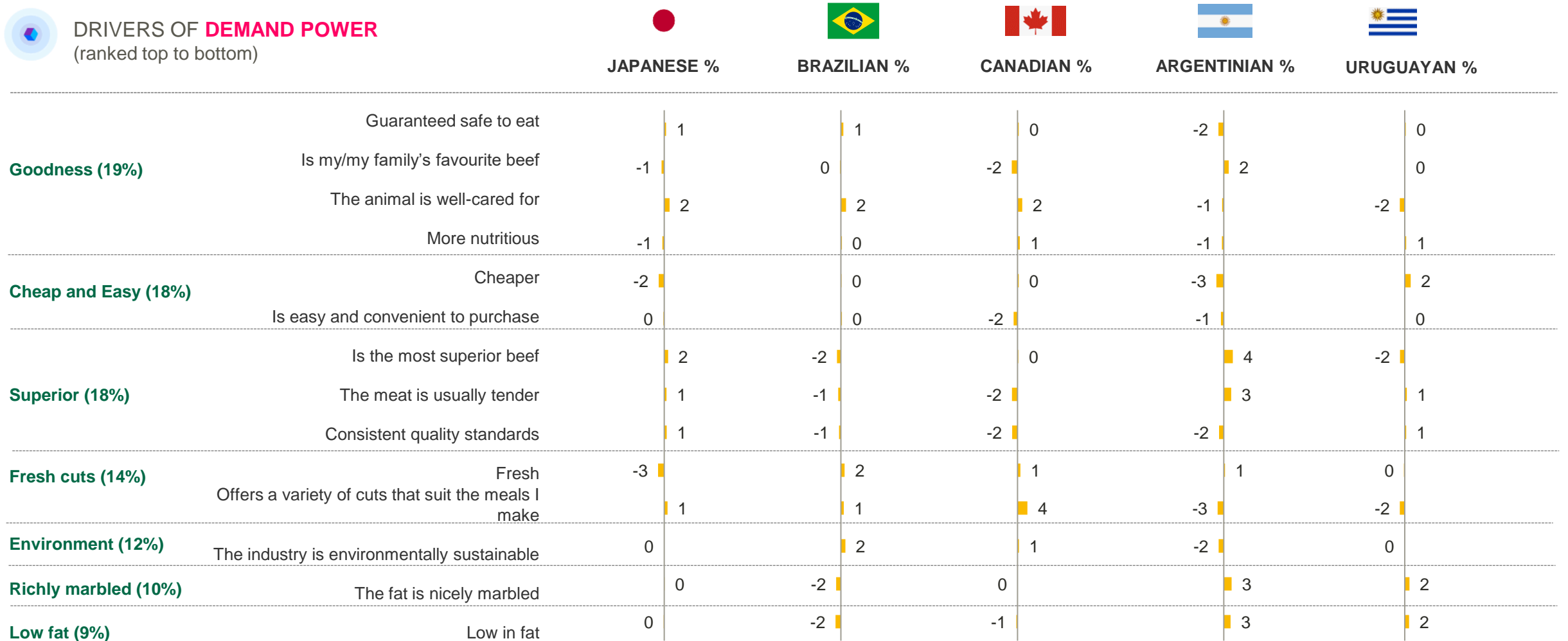
## DRIVERS OF DEMAND POWER (ranked top to bottom)



# Our smaller competitors show no distinctive features, explaining their poor brand equity and brand health.



DRIVERS OF DEMAND POWER  
(ranked top to bottom)



**Modelling helps us identify the top five imagery drivers and reinforces the importance of associating AU Beef with freshness, tenderness, safe rearing environment and availability in relevant channels to help strengthen equity and justify premium pricing**



Top associations to grow - volume & premium (ordered based on impact on building equity)

**1**

**Easy and convenient to purchase**

**2**

**Meat is usually tender**

**3**

**Fresh**

**4**

**Animal is well cared for**

**5**

**Guaranteed safe to eat**

# Summarising Beef Brand Health in China

## Increased competitive pressure for AU Beef in China

Chinese government's effort to diversify the country's beef supply has made the market more competitive.

Trade agreements with NZ have resulted in tariff reductions making NZ beef pricing more competitive.

## AU beef needs to regain its #1 position among imports

While AU Beef's equity has remained stable compared to 2023, the long term trend indicates a decline. Growth for NZ Beef has helped it become the #1 import in terms of equity overtaking AU Beef.

It is therefore important for AU Beef to strengthen its equity in this market to regain its #1 position on equity and also to be able to justify its premium price in the current economic environment.

Thus, strengthening associations with key drivers of fresh, tender and safe rearing environment while ensuring availability can help strengthen equity and differentiate vs. competition.



4

## Lamb- Brand Health By Country of Origin

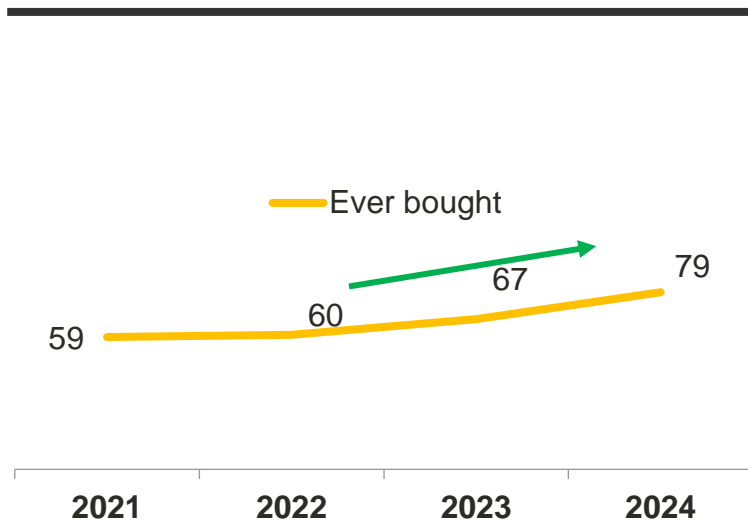
All questions in this section were asked of lamb buyers only (must have ever bought lamb). They also must have previously bought, or would consider buying, imported lamb.



# More consumers are trying lamb every year, reflected in an overall increase in ever bought. Among those who haven't tried it yet, smell and taste are the biggest barriers

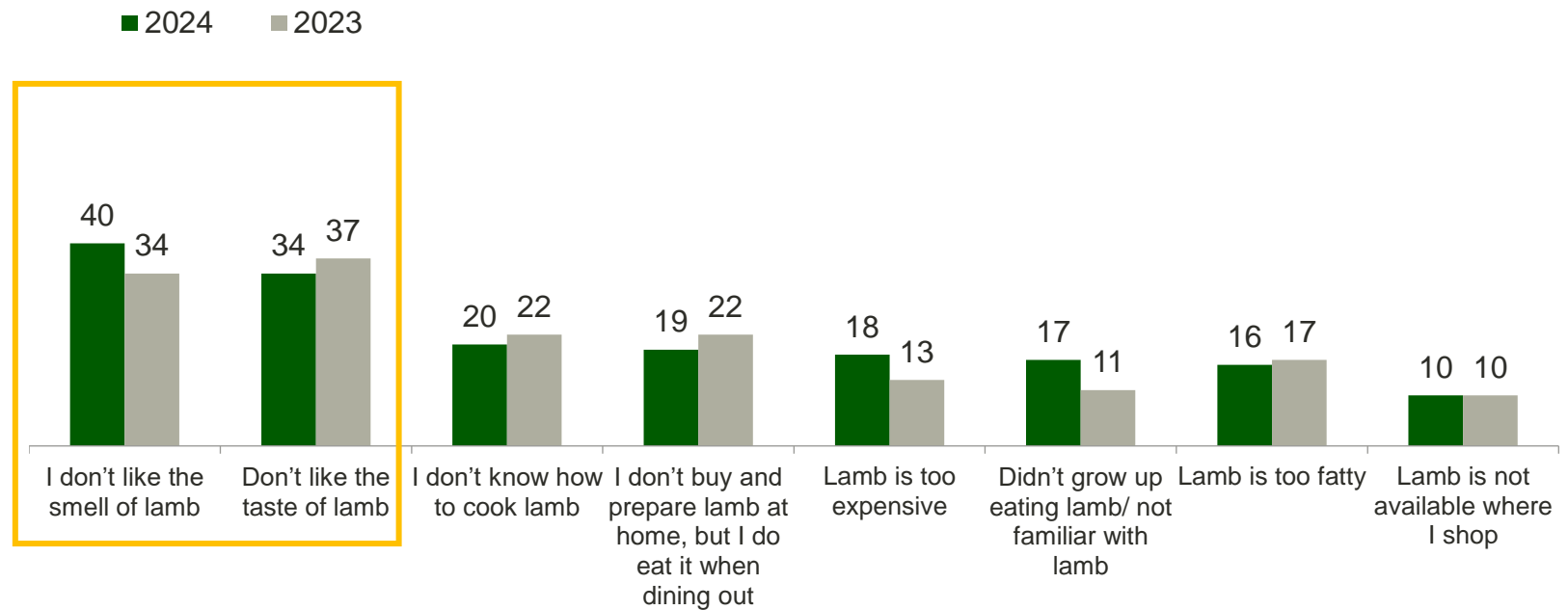
## Lamb purchase behaviour

### Ever bought lamb:



### Barriers to eating lamb

(among those who have never bought lamb)



# The brand list remains consistent with 2023 allowing for year-on-year comparisons



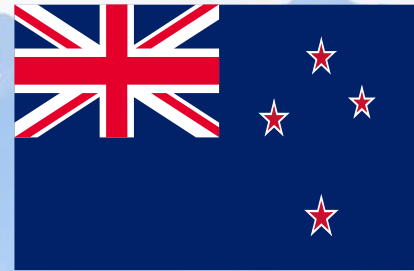
Lamb brands tracked in 2024

**Local Chinese lamb**

**Australian lamb**

**New Zealand lamb**

**British lamb**

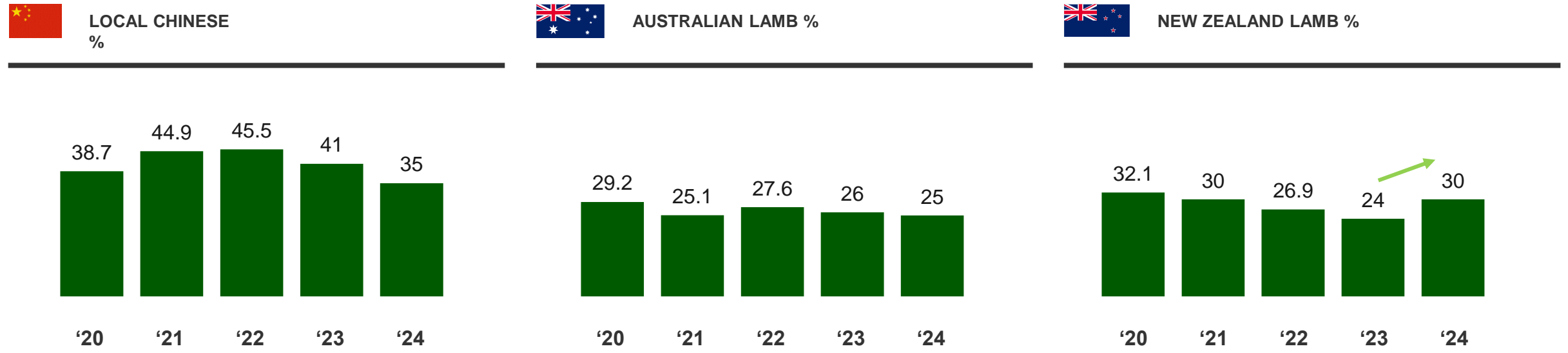




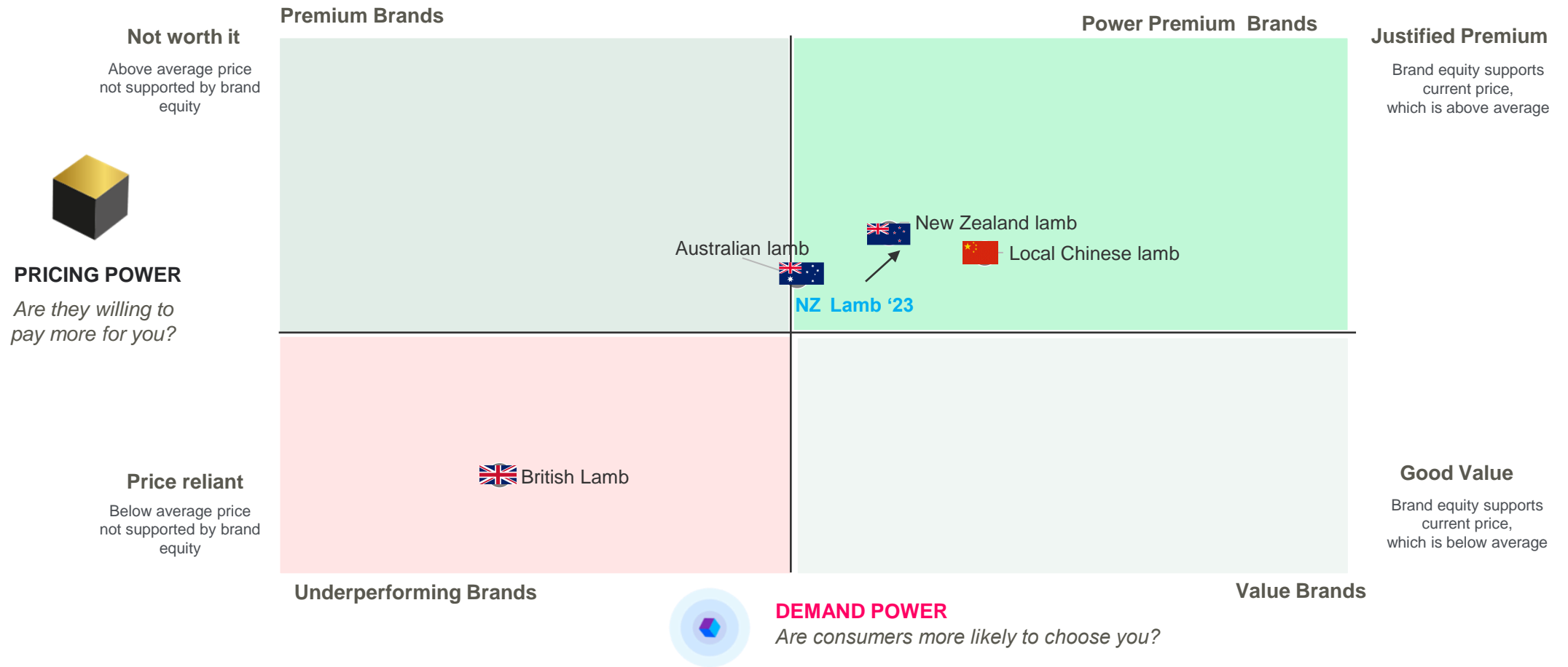
# Equity for NZ Lamb has recovered benefitting from Local Lamb's decrease, urging AU Lamb to defend its position as its equity has gradually declined.



Lamb country of origin – Demand power



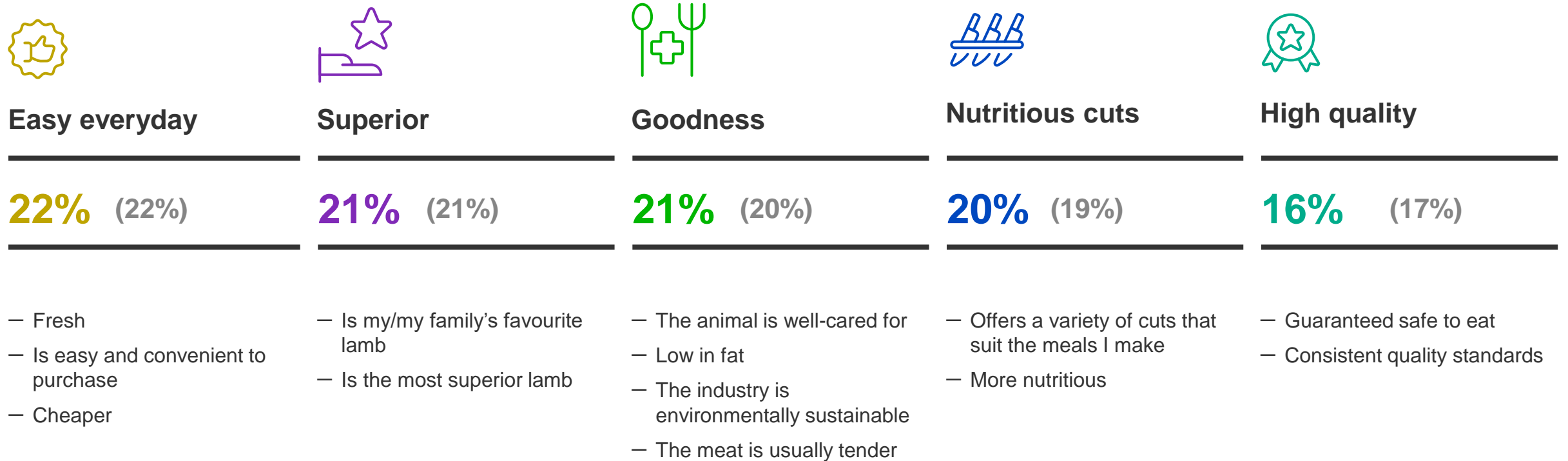
# NZ's position as a 'justified premium' brand has also strengthened, outperforming AU lamb. Like Beef, AU lamb must strengthen its Equity to regain its top position among imports.



# The associations that consumers hold in their minds for lamb in China break into 5 themes



Importance in driving Demand Power



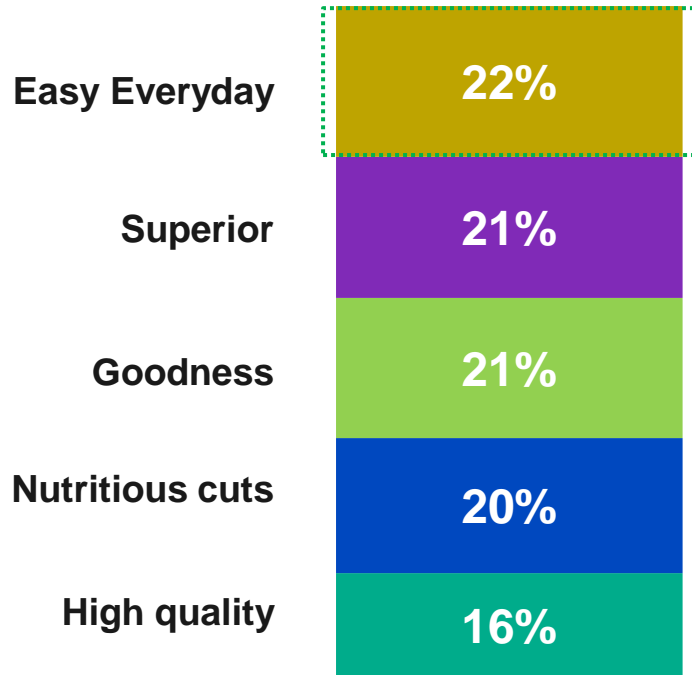
Consumers prefer to buy lamb that is *fresh, affordable* and *convenient to purchase* while perceptions of *Superiority* will offer a clearer route to position it as a premium COO.



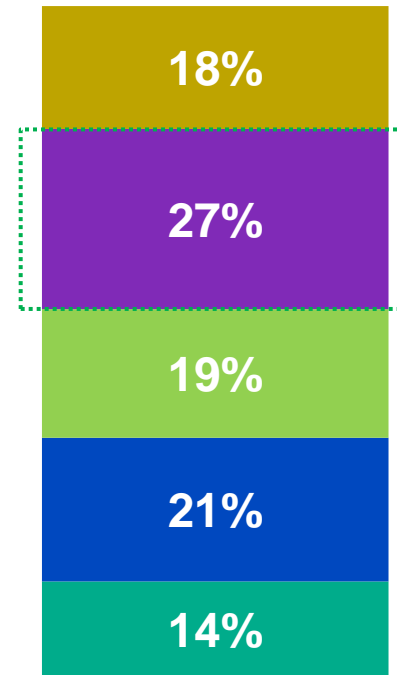
What drivers demand power and pricing power



**DEMAND POWER**



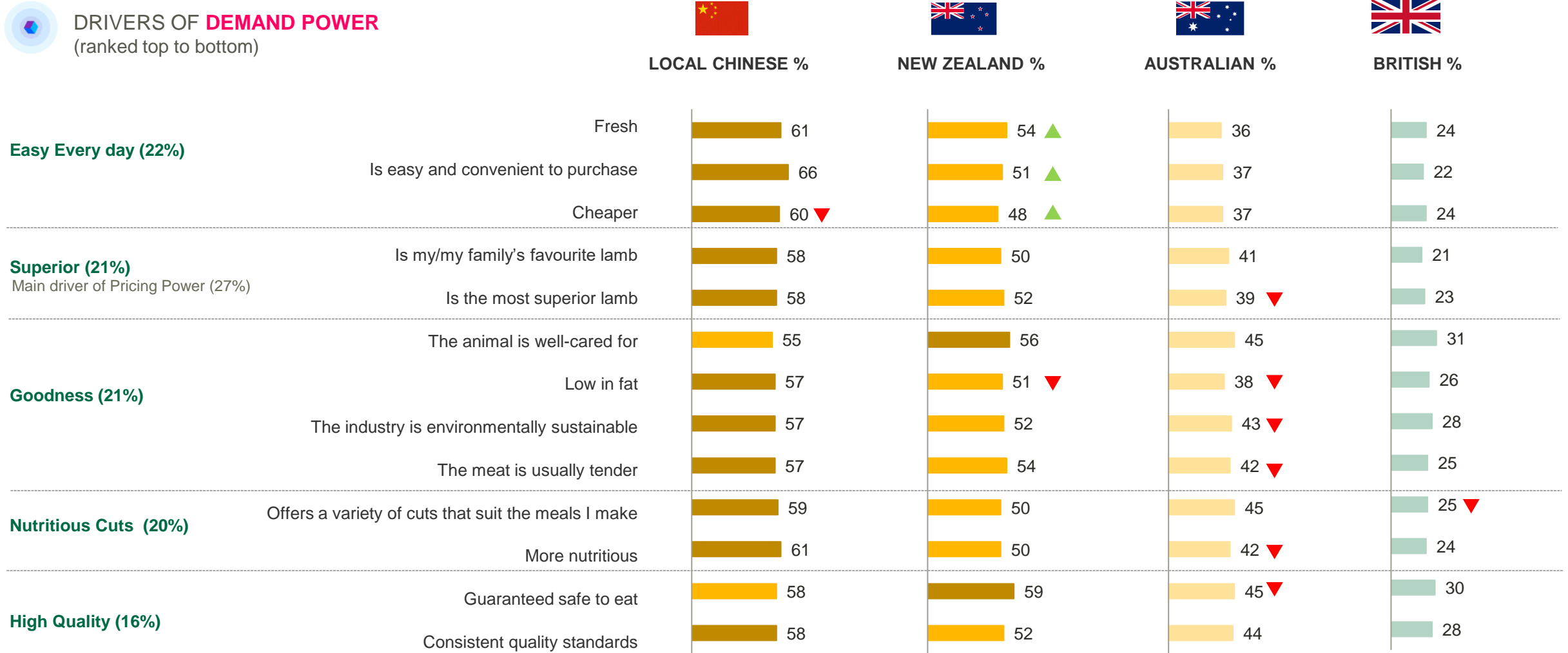
**PRICING POWER**



# NZ lamb strengthened associations to key drivers, supporting its growth, a concern for AU Lamb which softened across superiority, goodness, nutrition and quality.



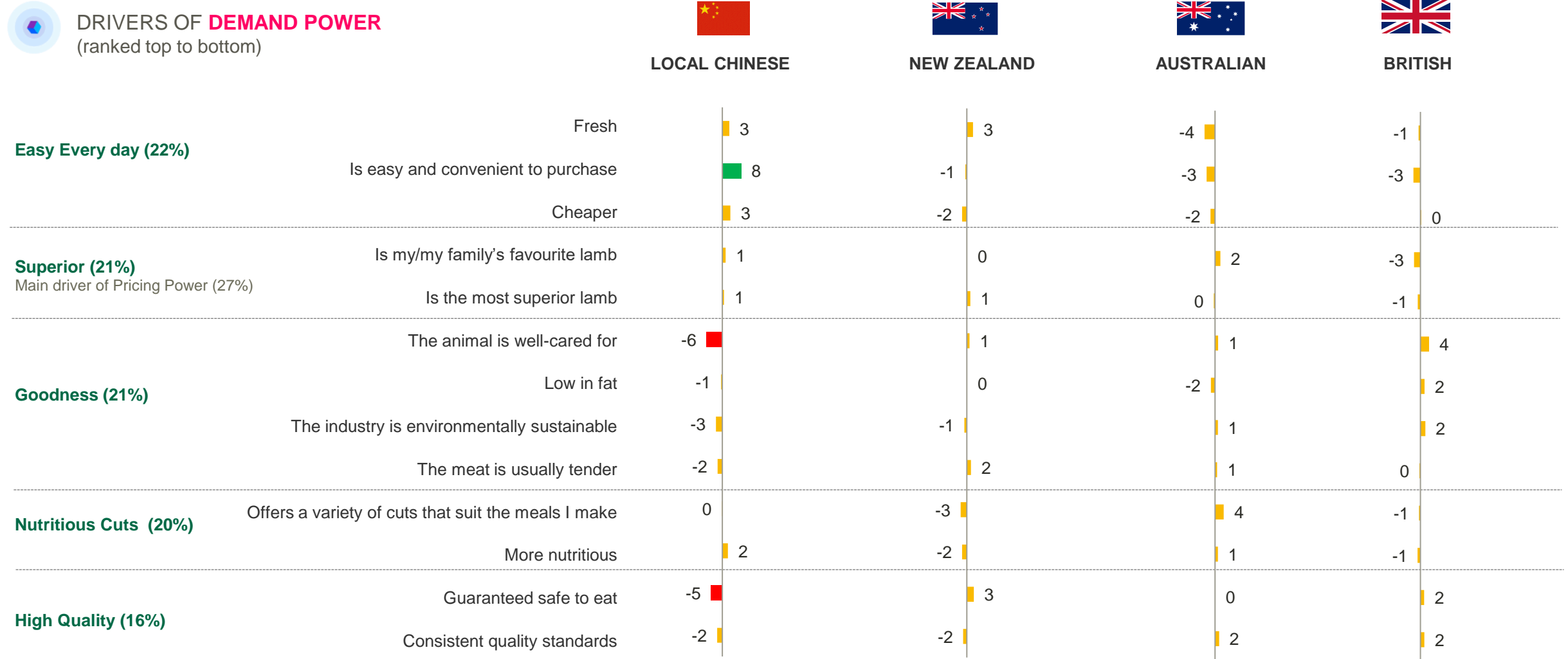
## DRIVERS OF DEMAND POWER (ranked top to bottom)



# While Local Lamb is seen as more convenient to buy, consumers' perceptions of imported COO are unclear. Like beef, AU Lamb can differentiate from other imports by focusing on key drivers of Demand/Pricing Power.



## DRIVERS OF DEMAND POWER (ranked top to bottom)



# Modelling identifies the areas to focus on for AU Lamb to grow both Demand and Pricing Power. Communicate what makes it Superior and strengthen perceptions of tenderness and low fat.



(ordered based on impact on building Demand and Pricing Power)

**1**

**Easy and convenient to purchase**

**2**

**Superior**

**3**

**Family favourite**

**4**

**Meat is usually tender**

**5**

**Low in fat**

Strength for Local lamb and difficult for AU lamb to own

# Summarising Lamb Brand Health in China

## Increasing lamb consumption in China

Lamb consumption has been gradually increasing in China with more consumers trying Lamb every year.

Among those who haven't tried the biggest barriers continue to be taste and smell followed by unfamiliarity.

Showcasing different ways to cook and eat Lamb which overcome taste and smell barriers can help boost consumption further.

## AU lamb needs to regain its #1 position among imports

AU Lamb's equity in China has been gradually declining while NZ Lamb's equity has become stronger.

The task at hand for AU Lamb is therefore to strengthen its equity and prevent losing out to NZ Lamb.

Equity growth will come from strengthening perceptions of key drivers i.e. superiority, tenderness, and low in fat while making it easy and convenient to purchase.

None of the imports are differentiated on these drivers which presents an opportunity for AU Lamb to own.

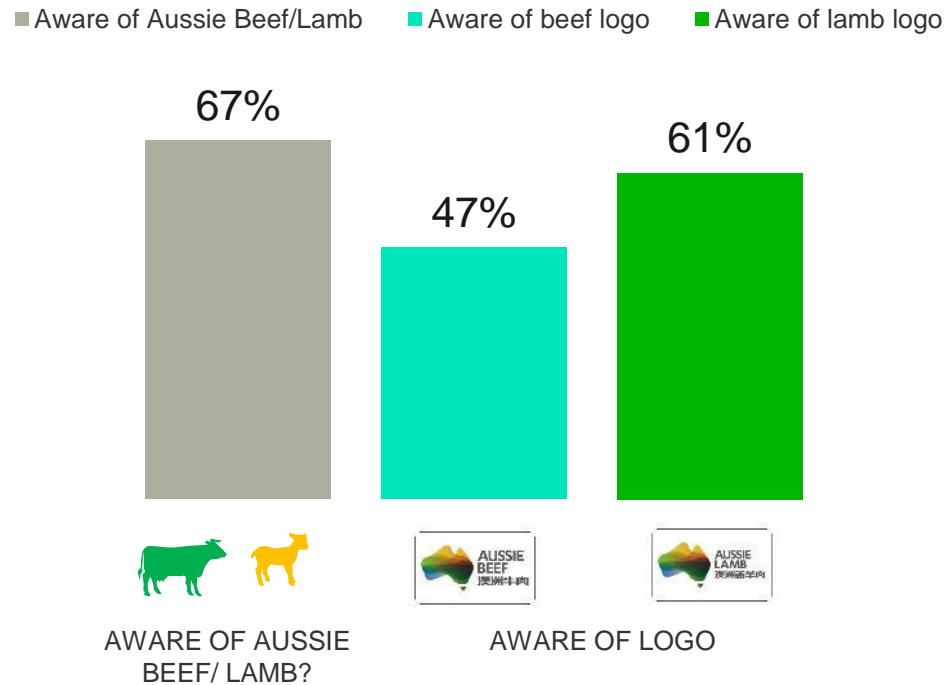
5

Aussie Beef &  
Aussie Lamb



**Aussie Beef/Lamb is a valuable asset that conveys impressions of sustainability, freshness, and reliability – key drivers for strengthening equity for both Beef & Lamb.**

### Aussie Beef & Lamb - Awareness and Perception

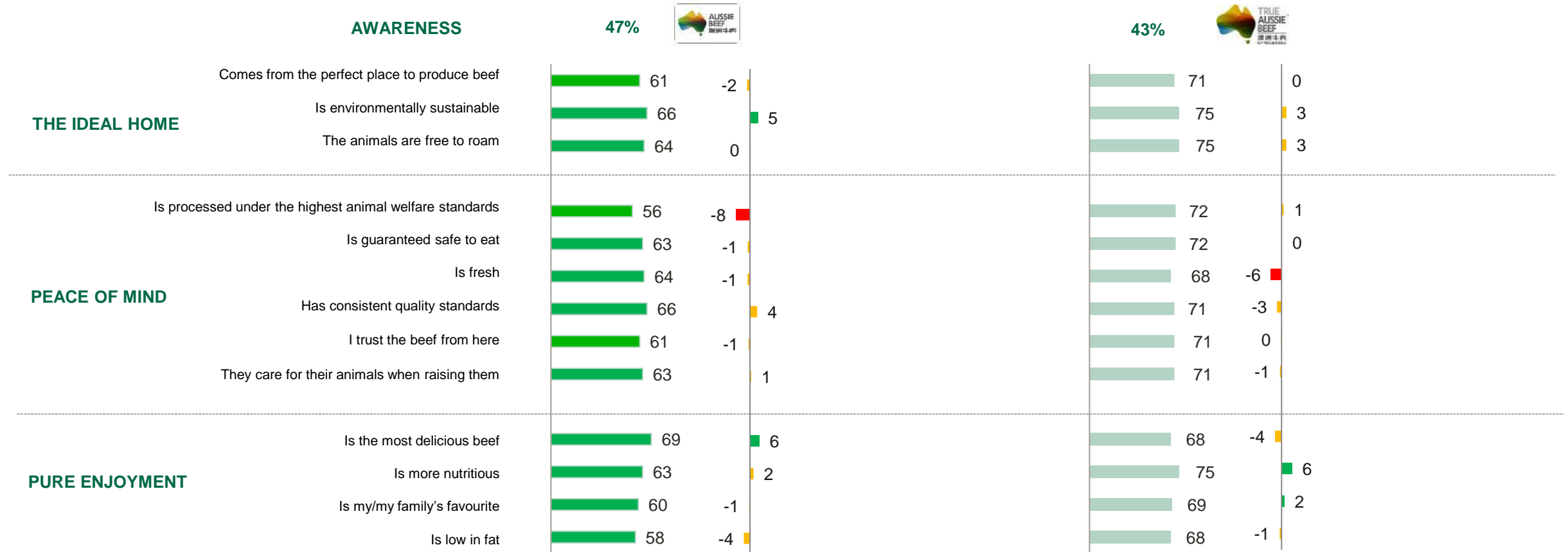


### Top 5 impressions of the logo:

1. Is fresh
2. Comes from the perfect place to produce beef/lamb
3. They care for their animals when raising them
4. Is my/my family's favourite
5. I trust the beef/lamb from here

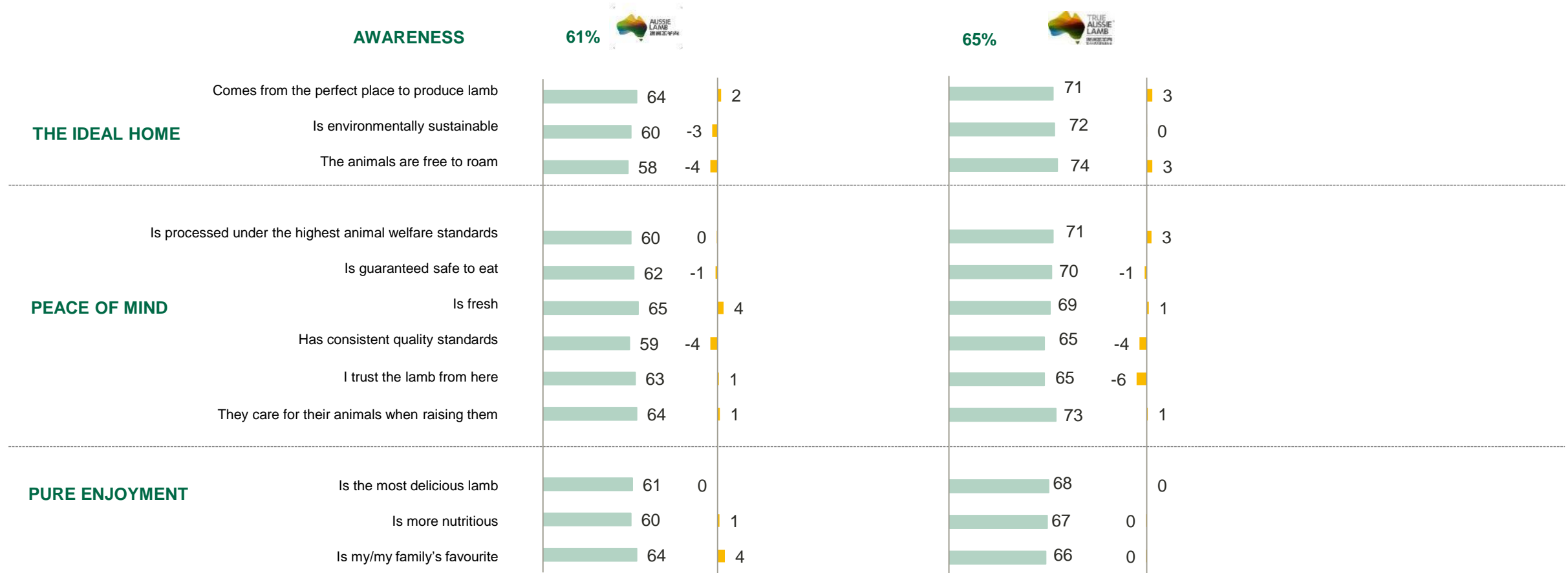
# With similar logos, Aussie Beef's recognition is on par with True Aussie. While it's now more associated with sustainability and great taste, perceptions of top-tier animal welfare needs to be strengthened.

Aussie beef (2024) VS True Aussie (2023) – Comparison on perceptions



# Aussie Lamb has retained similar perceptions as True Aussie. As an asset for brand building, while awareness of Aussie Lamb is high, more needs to be done to differentiate vs. competitors on key positioning pillars

Aussie lamb (2024) VS True Aussie (2023) – Comparison on perceptions



QTA3. Have you ever seen this logo before? (n=804) QTA6. The logos below are used to brand beef as being from particular countries (n=405).. Which of these logos have you seen before when buying beef? QTA7. We would like to know which of the following statements apply to the beef brands you have selected. You may choose as many or as few logos as you wish. It doesn't matter if you don't buy any of them - it's your impressions we'd like. Aussie Lamb (n=186)

6  
Final thoughts  
and discussion



# Final thoughts and discussion

## Protein consumption & purchase

---

Beef continues to be a key element of the protein landscape.

Declining Pork consumption presents an opportunity for Beef by leveraging Beef's perceptions of superiority.

Lamb, while still a small part of the protein landscape is gradually increasing consumption. Attempts to build familiarity by showcasing different ways to cook and eat Lamb which overcome taste and smell barriers can help boost consumption further.

## Focus areas for AU Beef and AU Lamb

---

While brand equity for both AU Beef and Lamb in China has declined over time, NZ Beef and Lamb's equity has strengthened, overtaking AU to become the #1 import.

AU Beef and Lamb must reinforce their Superiority by focusing on key drivers of Demand & Pricing Power to strengthen its equity and regain its #1 position.

Aussie Beef/ Lamb is an asset to leverage as it conveys impressions that align with key category drivers.

Ensuring availability in the relevant channels is also important as it is a top equity driver for both Beef and Lamb.

# KANTAR

## Global Tracker 2024

### China Presentation Deck



Brought to you by your Kantar Team:  
Sally Kennedy, Poorva Shinde and Carolina Ferrando



## Terms of use: MLA data, reports and information

Meat & Livestock Australia Limited | ABN 39 081 678 364 | Level 1, 40 Mount Street, North Sydney NSW 2060 Postal address: Locked Bag 991, North Sydney NSW 2059 | Ph +61 2 9463 9333 | Fax +61 2 9463 9393 | [mla.com.au](http://mla.com.au)

Important: These Terms of Use include terms that limit MLA's liability in connection the Reports and APIs and allow MLA to disclose Your personal information to third parties in accordance with MLA's Privacy Policy.

### 1 General

1.1 The market reports, data and information provided to you or accessed by you (Reports) are owned by Meat & Livestock Australia Limited (ABN 39 081 678 364) ("MLA", "We", "Us" or "Our").

1.2 MLA may provide or make available Application Programming Interfaces (APIs) to facilitate the extraction of information and data from the Reports.

1.3 "You" or "Your" means the person or entity that is provided with a copy of the Reports.

1.4 Your access to and use of the Reports and any APIs is subject to these Terms of Use and any additional terms, notices and disclaimers which appear in the Reports or the APIs. If You do not agree with these Terms of Use or any additional terms, notices and disclaimers, You must not access or use the Reports or the APIs.

1.5 MLA may amend these Terms of Use from time to time. Please check our Terms of Use regularly before using the Reports or the APIs to ensure You are aware of any changes. MLA will also provide You with notice of any material changes to these Terms of Use at least 7 days before the changes become effective. If You do not agree to our amended Terms of Use, You should not continue to use the Reports or the APIs. Your continued use of the Reports or the APIs after these Terms of Use have been altered constitutes Your acceptance of them.

### 2 Limited Licence

2.1 MLA grants You a non-exclusive, royalty free licence to use the Reports and any APIs solely for Your personal use and in the case of cattle and sheep producers, for internal business purposes. MLA may revoke this licence at any time by providing You with at least 14 days' notice, in which case You must cease all use of the Reports and any APIs on expiry of the notice period.

2.2 You must not:

- (a) provide or make available the Reports to anyone else;
- (b) commercialise the Reports; or commercialise any information, content or designs contained in any part of the Reports; or
- (c) use the Reports or information, content or designs contained in any part of the Reports for any other business purposes,

("Commercial Use") without the prior written consent of MLA.

2.3 Commercial Use of the Reports is subject to separate terms and conditions. Please contact the Marketing and Insights Team via [insights@mla.com.au](mailto:insights@mla.com.au) if you wish to discuss the Commercial Use of the Reports.

### 3 Copyright

3.1 All rights (including intellectual property rights such as copyright) in the Reports, their content and design and any APIs are owned by or licensed to MLA

3.2 You agree not to remove, alter or obscure any copyright notices that appear on the Reports.

3.3 Where You use or incorporate the Reports (or part of it) into a publication with MLA's written consent You must, at a minimum, clearly attribute the source of the Reports as Meat & Livestock Australia Limited and include the following text:

"Reproduced courtesy of Meat & Livestock Australia Limited – [www.mla.com.au](http://www.mla.com.au)"

### 4 Trade marks, trade names and logos

4.1 All trade marks, trade names, service marks and other names and logos on the Reports are owned by or licensed to MLA and are protected by applicable trade mark and copyright laws.

4.2 You must not remove, alter or obscure any trade marks, trade names and other names or logos that appear on the Reports or any APIs.

### 5 Collection of information

5.1 If MLA requires You to provide personal information in connection with Your receipt of the Reports, MLA will collect, store, use and disclose this information in accordance with its Privacy Policy and you consent to this.

### 6 Disclaimer and liability

6.1 You acknowledge that the Reports are provided on an 'as is' basis and MLA makes no representations regarding the completeness or accuracy of the Reports and, to the extent permitted by law, expressly excludes all warranties and guarantees regarding the accuracy, completeness or currency of the information, recommendations and opinions contained in the Reports.

6.2 Information in the Reports may be obtained from a variety of third party sources. To MLA's knowledge the information accurately depicts existing and likely future market demand. However, You acknowledge that MLA has not verified all third party information in relation to accuracy or otherwise. You further acknowledge that: (a) any forecasts and projections are imprecise and subject to a high degree of uncertainty and (b) the Reports provided may be a snapshot of certain markets and not reflect that market as a whole.

6.3 The information, raw data, recommendations and opinions contained in the Reports do not take into account, and may not be appropriate for, Your individual circumstances. You should make Your own enquiries and seek professional advice before making decisions concerning Your interests or otherwise interpreting or relying on the Reports in any way. Any reliance will be at Your own risk and MLA accepts no liability for any loss, damage, cost or expense arising from any use or misuse of the Reports.

6.4 You acknowledge that MLA accepts no liability for any loss, damage, cost or expense arising from any use of the APIs by You, including errors in the automation of the data extraction process using the APIs.

6.5 MLA may make changes to an API at any time without notice. You acknowledge that it is Your responsibility to ensure that that version of the API You use is current. Nothing in these Terms of Use is intended to exclude, restrict or modify rights, guarantees and remedies that may be conferred on You under the Competition and Consumer Act 2010 (Cth) in relation to the provision by MLA of goods and services. All other rights, guarantees and remedies are excluded.

6.6 To the extent permitted by law, MLA's liability for breach of any consumer guarantee, which cannot be excluded, is limited at the option of MLA to:

- (a) in the case of services supplied or offered by MLA, which are not of a kind ordinarily acquired for personal, domestic or household use or consumption, resupplying or paying the cost of resupplying the service; or
- (b) in the case of goods supplied or offered by MLA, which are not of a kind ordinarily acquired for personal, domestic or household use or consumption, replacing the goods, supplying equivalent goods, repairing the goods or paying the cost of replacing the goods or supplying equivalent goods or repairing the goods.

6.7 MLA will not be liable for any loss of profit or for any direct, special, indirect, consequential or economic loss or damage.

### 7 Governing Law

7.1 These Terms of Use are governed by the law applicable in the State of New South Wales, Australia.