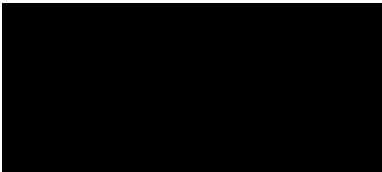



31 July 2025



Kia ora 

Official Information Act request 25.016

Thank you for your request of 21 July 2025 for information related to Noel Leeming's price promise under the Official Information Act 1982 (the OIA). Specifically, you request:

"Are you able to confirm if similar complaints have been raised about other retailers using a similar price promise system, and whether further charges to other retailers could be made in future?"

On 25 July 2025, you further clarified request to focus on the last two years only, and also:

"...if you are able to confirm if there are requests beyond that two year focus as well (no need for numbers or detail), as that will help me ascertain the extent these complaints have been occurring."

Our response

Before responding to your request in detail, please note that the Commission now reports on overall 'concerns received'. This is because the wide range of information we receive from the public may include, but is not limited to, complaints.

The Commission has received 52 similar concerns between 1 July 2023 and 28 July 2025. Beyond the two year focus, we can confirm there are prior concerns as well.

The figure above excludes those which relate to Noel Leeming. To arrive at this figure, we conducted a keyword search of concerns contain the keywords 'price promise', 'price guarantee', 'price match', and 'price beat', then manually checked the results for concerns which relate to other price promise claims.

This figure therefore does not include concerns with traders not offering guarantees against themselves (e.g. sales that occur later), general claims to be lowest price, or issues with other traders reporting concerns in relation to being undercut due to price matching.

It is also important to consider the following context when reviewing the numbers:

- This figure on its own cannot paint a complete picture of compliance with the law. The fact that a concern has been raised does not necessarily mean that a trader has done anything wrong, or any harm has been caused to any consumer or competitor. Some concerns will not be investigated by the Commission because they are unfounded or outside our jurisdiction, and some that are investigated will not proceed to further action.
- The data only reflects what consumers have chosen to report to the Commission or to other organisations that have, in turn, provided information to the Commission. Other concerns on the same matter are likely to have reached other complaint bodies instead of the Commission.
- Larger traders are likely to generate more enquiries as a function of their scale; we have not adjusted for this.
- Enquiry volumes for a trader can be about a single matter or multiple matters. Some matters that attract a high level of publicity can generate a large volume of enquiries.

Regarding the final part of your request asking whether further charges to other retailers could be made in future, the OIA does not require us to provide comment or speculate on scenarios. All concerns reported to the Commission are valuable to us, and we will continue to monitor these moving forward to determine if further action is needed in the future.

Further information

We hope this response has been helpful.

If you have any questions about this response, please do not hesitate to contact us at ويا@comcom.govt.nz.

If you are unhappy with our response, you have the right to complain to the Ombudsman. Information about how to do this is available at www.ombudsman.parliament.nz.

Please note, the Commission may publish this response on our website. All personal information will be redacted prior to publication.

Ngā mihi nui



Adam McFerran
Senior Advisor | OIA & Information