

20 YEARS OF STEAM PROMOTION

Promotional Initiative

TARGET

As we celebrate 20 years of built-in steam in the US, we strive to create more awareness around the topic of steam and the various functions available with a Miele combi-steam oven. With this in mind, we also want to ensure our customers have the best possible accessories to complement their Miele appliances.

CALL-TO-ACTION

Purchase any DGC XL or DGC XXL combi-steam oven and receive the following accessory set (over \$500 retail value):

- Induction-Ready Casserole Dish (HUB 5001-M)
 - Perforated Baking Tray (HBBL 71)
 - FlexiClips (HFC 71)
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PROMOTIONAL PERIOD

January 1st - December 31st 2018

Submission deadline March 31st, 2019

REDEMPTION

Visit www.mielestore.com/promos/20yearsofsteam to complete claim.

Full terms and conditions are available:
www.mieleusa.com/promotions

TERRITORY COVERAGE

Nationwide (applicable in all AMDS and non-AMDS territories)

20 YEARS OF STEAM PROMOTION

Dealer Marketing Kit

PRINT ADVERTISEMENT

Miele

Steaming, roasting, baking, amazing.
The Miele Combi-Steam Oven.

Miele. Immer Besser.

Enjoy a gift from us as we celebrate 20 years of built-in steam.

For a limited time only, receive a premium accessory set valued over \$500 to complement your cooking experience!

Learn more about this promotion at mieleusa.com/promotions.

AVAILABLE RESOURCES

The following promotional assets are available for tactical execution:

- Print Advertisements
- Digital Banners
- Website Materials
- Point-of-Sale Collateral

Additional applications can be facilitated through the Marketing Department.

All assets can be sized and co-branded to dealer specification.

For a complete overview of available resources and assets, visit mieleappliancecare.com.

DIGITAL BANNERS

Static: Size upon request

Miele

Steaming, roasting, baking, amazing.

Celebrate steam with a complimentary gift from Miele.

> LEARN MORE

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POINT-OF-SALE

POP Display with redemption form (A99D291)



Includes: 1

Size: 8.5x11 display with 3.5x5 tear-off redemption form at the foot of the display.

Application/Placement: Counter space within showroom or near DGC combi-steam oven display.

Goal: Promote at dealer level and Miele Centers.

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FEATURED MIELE COMMUNICATION TOUCHPOINTS

- Prominent web banner placement throughout mieleusa.com:
 - Home Page
 - Category Pages
 - Product Pages
- Dedicated promotional landing page (mieleusa.com/promotions)
- Inclusion throughout Miele's Experience Centers:
 - Screensavers on interactive monitors (KAVs)
 - Eblasts to MEC databases
 - Event mentions
- Promotion on Miele's social media & press platforms:
 - Twitter
 - Facebook
 - Instagram

MIELE PLATFORMS

All 'call-to-action' offers will be highlighted and promoted throughout Miele's branded communication platforms (both on & offline).

All tactics will feature imagery and messaging consistent with that appearing within Miele's Dealer Marketing Kits.

20 YEARS OF STEAM PROMOTION

Dealer Marketing Kit

Terms and Conditions of 2018 Miele® Steam Promotion. (1) This promotional offer (the “Promotion”) from Miele, Inc., a Delaware corporation (“Miele”), provides a complimentary set of three (3) Miele steam accessories (retail value \$517) (the “Accessories”), when you purchase any Miele® Combi-Steam Oven (the “Purchased Appliance”). (2) After purchase of the Purchased Appliance, the complimentary set of the Accessories will be drop-shipped to the customer by or on behalf of Miele. (3) The Promotion shall only apply to the advertised price of the Accessories and shall not apply to the Purchased Appliance any taxes (including sales tax), shipping charges or any other out-of-pocket expenses. (4) Only end users (customers) may benefit from the Promotion. The Promotion shall not apply to wholesale buyers or any person or legal entity who offers for resale, or resells, the Purchased Appliance; in connection with such transactions or purchases, the Promotion shall automatically be void. (5) The Promotion may not be combined with any other offers or promotions. (6) The Promotion shall be valid only in-store at participating authorized Miele dealers and online through participating authorized Miele dealers’ websites. For a list of participating dealers, please see <https://www.mieleusa.com/domestic/find-a-dealer-384.htm> (7) The Promotion shall not be applied at the time of purchase of the Purchased Appliance. To receive and qualify for the Promotion, the retail end user shall register his or her Purchased Appliance through Miele. (8) All Promotion claims shall be submitted online at <https://mielestore.com/promos/20yearsofsteam> on or before March 31, 2019; please allow 6-8 weeks for processing and issuance of the Promotion. Please make sure to retain original documents relating to the Purchased Appliance and to your submissions regarding the Promotion. (9) To qualify for the Promotion, the Purchased Appliance must be (a) ordered in person at the store of an authorized Miele dealer, or (b) purchased online through an authorized Miele dealer during the Promotion period from January 1, 2018 through and including December 31, 2018 (the “Promotion Period”). (10) Purchases made on or before December 31, 2017 shall not qualify for the Promotion. Purchases made on or before December 31, 2017, and subsequently cancelled and reissued during the Promotion Period shall not qualify for the Promotion. Purchases made during the Promotion Period and subsequently cancelled and reissued after the Promotion Period shall not qualify for the Promotion. (11) In the event any of the Purchased Appliances are returned to Miele or a Miele dealer after the Promotion has been applied to an Accessory, the Promotion shall be forfeited and must be refunded to Miele in its entirety at the purchaser’s expense together with shipping charges and a charge of \$517 for the Accessories. (12) The end user (customer) shall be eighteen (18) years or older. (13) The Promotion shall be voidable at any time at Miele’s discretion if the end user (customer) shall not produce a valid order invoice and valid proof of payment, or if the end user (customer) shall otherwise violate the applicable rules. (14) No substitutions shall be allowed. (15) The Promotion is only available to residents of the fifty (50) states of the United States of America and the District of Columbia. The Promotion is not valid for residents of Puerto Rico, the U.S. Virgin Islands and any other territories or possessions of the United States of America. (16) Any misrepresentation by the person placing the order, whether innocent or fraudulent, shall disqualify him or her from the Promotion and further promotions offered by Miele; Miele reserves its right to refer such person for civil and/or criminal prosecution. (17) In no event shall Miele be liable for more than the amount of the Promotion. (18) Miele may amend or discontinue the Promotion at any time with or without notice, including after an order is placed. (19) The above terms and conditions are severable and, if one or more provisions shall not be valid under applicable law, the remainder shall be enforceable to the maximum extent permitted by applicable law.