

\$400 OFF SELECT COUNTERTOP COFFEE MACHINES

Promotional Initiative

CAMPAIGN OBJECTIVE

Secure the mindshare and purchase consideration of all Miele coffee customers. Create brand awareness and expanded access to the Miele brand via instant off savings.

Nationwide coverage.

CALL-TO-ACTION

Freshly brewed **like never before.**

Save \$400 on the purchase of select countertop coffee machines.

PROMOTIONAL TIMING

- 1 Purchase applicable Miele products between September 23rd, 2025 - October 20th, 2025
 - 2 Receive instant savings at time of purchase
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QUALIFYING COFFEE MACHINES

MODEL	MAT#	MAP	PROMO MAP
CM 6160 OBSW	11648180	\$2,299.00	\$1,899.00
CM 6160 LOWS	11648170	\$2,299.00	\$1,899.00
CM 6360 LOCM	11648190	\$2,799.00	\$2,399.00
CM 6360 OBCM	11648200	\$2,799.00	\$2,399.00
CM 6360 OBBP	11648400	\$2,799.00	\$2,399.00
CM 7750 OBSW	11106260	\$6,399.00	\$5,999.00

\$400 OFF SELECT COUNTERTOP COFFEE MACHINES

Dealer Marketing Kit

IN-STORE FLYER



Freshly brewed
like never before.

Receive \$400 off the purchase of select Miele Countertop Coffee Machines.

SAVE \$400
On Select Coffee Machines

*See Sales Associate for Details. Offer Valid Through October 20th, 2025.

AVAILABLE RESOURCES

The following promotional assets are available for tactical execution:

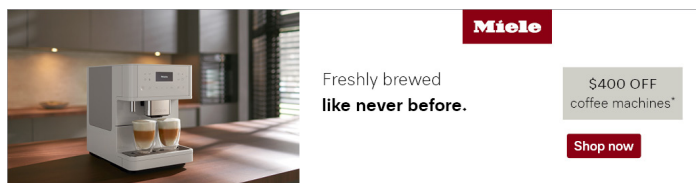
- ♦ In-Store Flyer
- ♦ Digital Banners
- ♦ Social Posts

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 the NEW Miele Marketing Content SharePoint. Reach out to a member of the Marketing Team if you need access.

DIGITAL BANNERS



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FEATURED MIELE COMMUNICATION TOUCHPOINTS

- Prominent web banner placement throughout mieleusa.com:
 - Promotion Landing Page
 - Category Pages
 - Product Pages
- Inclusion throughout Miele's Experience Centers:
 - Eblasts to MEC databases
 - Display on MEC Screens
 - Point-of-sale materials on display at MEC's
- Promotion on Miele's social media platforms & Google ad campaigns

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.

Social Media Example:



A photograph of a white Miele countertop coffee machine on a wooden surface. Two glasses of coffee are being dispensed from the machine. The Miele logo is visible in the top left corner of the image.

Miele

Freshly brewed **like never before.**

Receive \$400 off the purchase of select coffee machines.

\$400 OFF
coffee machines*