

Sales Information

Dept/Our ref.
Marketing/Sales

Date
12/10/2022

No.
027A/2022

AUS ☒ (tick box)
NZ ☒ (tick box)

MCA Executive Management ☒ (tick box)
Owners / Proprietors ☒ (tick box)
Floor Staff ☒ (tick box)

Miele Black Friday November 2023, Promotion.

Please find below details outlining the Miele Promotion for Black Friday, 2023.

Promotion Summary

Themes: **Black Friday**

Temporary offer, timeless quality.

As consumers are facing increased costs of living with energy costs also becoming more expensive, we have created a more customer centric approach with our new BLACK FRIDAY campaign. This campaign reassures the customer that investing in Miele will give them confidence that they have made the right decision to invest in an appliance that will last.

An investment in Miele will actually save them money in the long term, not just because our appliances have longevity, but because they can help with savings in energy, water and food wastage every day, whilst focusing on the value of the Miele brand as you don't just invest in our products but also the full Miele customer care experience we provide.

Miele. Immer Besser (Forever Better)

What is the promotional offer to support the Black Friday promotion?

Black Friday 2023:

Cooking:

- **Enjoying savings of up to \$500*** on selected Miele appliances
 - **Save up to \$500** on selected Miele ovens.
 - **Save \$200** on selected Miele microwave.
 - **Save up to \$200** on selected Miele cooktops and rangehoods.
 - Promotion date: 17/11/2023 – 30/11/2023.

Dishwasher:

- **Enjoying savings of up to \$350*** on selected Miele dishwashers.
 - Promotion date: 17/11/2023 – 30/11/2023

Laundry:

- **Enjoying savings of up to \$300*** on selected Miele Laundry Appliances
 - **Save \$150** on WCA 020 washing machine & TEA 235 WP dryer.
 - **Save \$200** on TWD 660 WP & TWD 364 WP dryers.
 - **Save \$300** on WWD 164, WWD 320 & WWD 660 washing machines.
 - **Save an additional \$200** when Miele washing machine and tumble dryer are bought as a package.
 - Promotion date: 17/11/2023 – 30/11/2023

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Cooking accessories:

- Enjoy savings of 20%* on selected Miele kitchenware accessories.
 - Promotion date: 17/11/2023 – 30/11/2023

Terms and Conditions apply, see [Miele.com.au/promotions](https://www.miele.com.au/promotions) for details. Strictly while stocks last.

Black Friday 2023.

Category	Miele promotion	Duration	Terms and Conditions
Cooking	<p>Enjoying savings of up to \$500* on selected Miele built-in cooking appliances</p> <p>Save up to \$500 on selected Miele ovens.</p> <p>Save \$200 on selected Miele microwave.</p> <p>Save up to \$200 on selected Miele cooktops and rangehoods.</p> <p>Plus an additional saving of: 10% for 5 appliances.# 7.5% for 4 appliances.# 5% for 3 appliances.# for kitchen appliance packages.</p> <p>Offer ends 30 November 2023. Strictly while stocks last.</p>	Promotion effective 17 November to 30 November 2023.	<p>* Promotion effective 17 November to 30 November 2023. Strictly while stocks last.</p> <p><u>Ovens</u> H 2267-1 B, Save \$300 H 2267-1 BP, Save \$300 H 2860 B C/S, Save \$300 H 2860 BP C/S, Save \$300 H 2860 BP BRWS, Save \$300 H 2860 BP OBSW, Save \$300 H 2860 BP GRGR, Save \$300 H 7260 BP C/S, Save \$300 H 2890 B C/S, Save \$500</p> <p><u>Microwave:</u> M 6012, Save \$200</p> <p><u>Cooktops</u> KM 2012 G, Save \$100 KM 362-1 G, Save \$100 KM 2312 G, Save \$150 KM 2334 G, Save \$200 KM 2354 G, Save \$200 KM 2357-1 G, Save \$200 KM 3014, Save \$200 KM 3034-1, Save \$200 KM 3054-1, Save \$200 KM 6520, Save \$150 KM 7200 FR, Save \$200 CS 7101-1 FL Gas, Save \$150 CS 7102-1 FL Gas, Save \$150 CS 7612 FL Induction, Save \$150 CS 7632 FL TepanYaki Grill, Save \$200 CSDA 7001 Extractor, Save \$150 CS 7641 Induction, Save \$200</p> <p><u>Rangehood</u> DA 186, Save \$100 DAS 2620, Save \$100 DA 2450 Save \$100 DA 2360, Save \$150 DA 2390, Save \$200 DA 1260, Save \$100 PUR 98 W, Save \$200</p>

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			<p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last.</p> <p>Plus an additional saving of: 10% for 5 appliances# 7.5% for 4 appliances# 5% for 3 appliances#</p> <p>for kitchen appliance packages.</p> <p>Learn more about the everyday Miele Kitchen Package Benefit# and save.</p> <p>*#Terms and Conditions apply, see Miele.com.au/promotions for details.</p>
Dishwasher	<p>Enjoying savings of up to \$350* on selected Miele dishwashers.</p> <p>Save \$250 on Miele G 5000 BK BRWS & G 5000 BK CLST freestanding dishwashers.</p> <p>Save \$350 on Miele G 5000 SCU BRWS & G 5000 SCU CLST built-under dishwashers.</p> <p>Plus an additional saving of: 10% for 5 appliances.# 7.5% for 4 appliances.# 5% for 3 appliances.#</p> <p>for kitchen appliance packages.</p> <p>Offer ends 30 November 2023. Strictly while stocks last.</p>	<p>Promotion effective 17 to 30 November 2023.</p>	<p>* Promotion effective 17 to 30 November 2023. Strictly while stocks last.</p> <p>Save \$250: G 5000 BK BRWS freestanding dishwasher G 5000 BK CLST freestanding dishwasher</p> <p>Save \$350: G 5000 SCU BRWS built-under dishwasher G 5000 SCU CLST built-under dishwasher</p> <p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last.</p> <p>Plus an additional saving of: 10% for 5 appliances# 7.5% for 4 appliances# 5% for 3 appliances#</p> <p>for kitchen appliance packages.</p> <p>Learn more about the everyday Miele Kitchen Package Benefit# and save.</p> <p>*#Terms and Conditions apply, see Miele.com.au/promotions for details.</p>

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Laundry	<p>Enjoying savings of up to \$300* on selected Miele Laundry Appliances.</p> <p>Save \$150 on WCA 020 washing machine & TEA 235 WP dryer.</p> <p>Save \$200 on TWD 660 WP & TWD 364 WP dryers.</p> <p>Save \$300 on WWD 164, WWD 320 & WWD 660 washing machines.</p> <p>Save an additional \$200 when Miele washing machine and tumble dryer are bought as a package.</p> <p>Offer ends 30 November 2023. Strictly while stocks last.</p>	<p>Promotion effective 17 to 30 November 2023.</p>	<p>* Promotion effective 17 to 30 November 2023. Strictly while stocks last.</p> <p>Save \$100: WCA 020 washing machine, now \$1,399 TEA 235 WP dryer, now \$1,649</p> <p>Save \$200: TWD 660 WP dryer, now \$2,199 TWD 364 WP dryer, now \$2,299</p> <p>Save \$200: WWD 164 washing machine, \$1,999 WWD 320 washing machine, \$1,999 WWD 660 washing machine, \$1,999</p> <p>Save an additional \$200 when Miele washing machine and tumble dryer are bought as a package</p> <p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last.</p>
Kitchenware accessories	<p>Enjoy savings of 20%* on selected Miele kitchenware accessories.</p> <p>Offer ends 30 November 2023. Strictly while stocks last.</p>	<p>Promotion effective 17 to 30 November 2023.</p>	<p>* Promotion effective 17 to 30 November 2023. Strictly while stocks last.</p> <p>Save 20%: DS7000 DECOR VITRO HANDLE - BRWS DS7000 DECOR VITRO HANDLE - GRGR DS7000 DECOR VITRO HANDLE - OBWS DS7003 DECOR PURELINE HANDLE (SET OF 3) GGRP GOURMET GRIDDLE PLATE HBD60/22 S/STEEL LID FOR HUB61/22 AND HUB5000M HBD60/35 S/STEEL LID FOR HUB61/35 AND HUB5000XL HFC70 FLEXICLIP CHROME HFC71 FLEXICLIP PERFECTCLEAN HFC72 FLEXICLIP PYROFIT FOR PYROLYTIC OVEN HFC92 FLEXICLIP PYROFIT RETRACTABLE RUNNER 90CM HUB5000-M GOURMET DISH HUB5001 XL Induction Casserole Dish HUB5001-M CASSEROLE DISH (SUITABLE FOR INDUCTION) KMTS5704-2 All Steel Starter Set KMTY TEPPAN YAKI</p> <p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last.</p> <p>*#Terms and Conditions apply, see Miele.com.au/promotions for details.</p>

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On-going promotions:

Category	Miele promotion	Duration	Terms and Conditions
Cooking Refrigeration Dishwasher	Enjoy the benefits of next-generation lifestyle innovations. With these package offers: Save 5% when you buy 3 Miele kitchen appliances.# Save 7.5% when you buy 4 Miele kitchen appliances.# Save 10% when you buy 5 or more Miele kitchen appliances.#	Effective from 1 January 2020.	Miele Kitchen Package Promotion effective for orders placed from 1 January 2020. #Product categories included are: Built-In cooking appliances, cooktops, rangehoods, freestanding cookers, dishwashers and refrigeration. Offer excludes laundry appliance categories (washing machines, dryers and ironers) and floorcare. Offer does not apply to Project orders, Professional products, damaged or display models. Package discount is applied at point of purchase.
Laundry	Save \$200 on Miele Laundry Appliance Packages	On-going	Customers have up to 90 days from date of purchase of their washing machine to purchase the matching tumble dryer at the package price saving. Saving applies to tumble dryer model purchased. Non-matching Miele washing machine and tumble dryer packages can be purchased. Cannot be used in conjunction with any other offer.
Laundry	30 day money back guarantee on Miele washing machines and tumble dryers	On-going	30 day money back guarantee applies to the range of Miele washing machines and tumble dryers. The time limit takes effect from the time of customer delivery.
Cooking	30 day money back guarantee on Miele steam ovens	On-going	30 day steam oven money back guarantee. If, within 30 days of delivery, you are not totally satisfied with your Miele steam oven, you may return the unit (in the condition in which it was delivered, including all accessories, instructions and original packaging) to your nearest Miele Branch office. This 30 day limit takes effect from time of customer delivery.

Thank you for supporting this initiative and we look forward to this campaign driving strong sales

Yours faithfully,

MIELE AUSTRALIA Pty. Ltd.