

10% OFF KITCHEN PACKAGE

Promotional Initiative

TARGET

Secure the mindshare and purchase consideration of renovation driven consumers. Incentivizing (or rewarding) the purchase of multiple kitchen appliances - via a 10% discount. Providing expanded 'access' to the Miele brand.

CALL-TO-ACTION

Receive a 10% discount off the purchase price of qualifying built-in appliances - when purchased in the following combination:

- 1 Range OR
Cooktop/Rangetop & Oven (Convection, Speed or Combi-Steam)
- 2 Dishwasher
- 3 Choose at least one additional qualifying appliance*

*excluding vacuum cleaners, laundry, countertop coffee, accessories and trim kits

All incremental built-in appliances are eligible for a 10% discount (UMRP).

PROMOTIONAL TIMING

- 1 Purchase applicable Miele products
between February 1st - May 31st, 2018
 - 2 Pre-register your order at www.mielerebates.com
 - 3 Receive delivery by November 30th, 2018
 - 4 Complete your rebate claim by returning to
www.mielerebates.com by December 31st, 2018
 - 5 Allow six to eight weeks for fulfillment (post submission)
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TERRITORY COVERAGE

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



10% OFF KITCHEN PACKAGE Dealer Marketing Kit

PRINT ADVERTISEMENT

Miele

An exceptional kitchen with a price to match.

Save 10%**
on a Miele kitchen package.

1 First, select a Miele Range or Cooktop/Rangetop & Oven* 2 Then, choose a Miele Dishwasher 3 Finally, choose at least one additional qualifying Appliance**

Offer available at

YOUR LOGO HERE

123 Main Street,
Anytown, ST 00000
(123) 456-7890
companyURL.com

Store Hours
Mon-Weds: 9-6 pm
Thurs-Fri: 9-6 pm
Sat-Sun: 10-5 pm

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

*Ovens included: Convection Ovens, Speed Ovens, Combi Steam Ovens XL/XL2.
**Excludes: Vacuums, Laundry, Countertop Coffee, Accessories, Care Collection, and Trim Kits.

AVAILABLE RESOURCES

The following promotional assets are available for tactical execution:

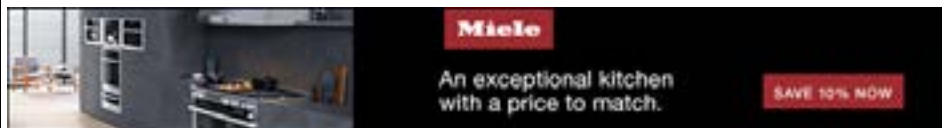
- Print Advertisements
- Digital Banners
- Website Materials
- Point-of-Sale Collateral

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

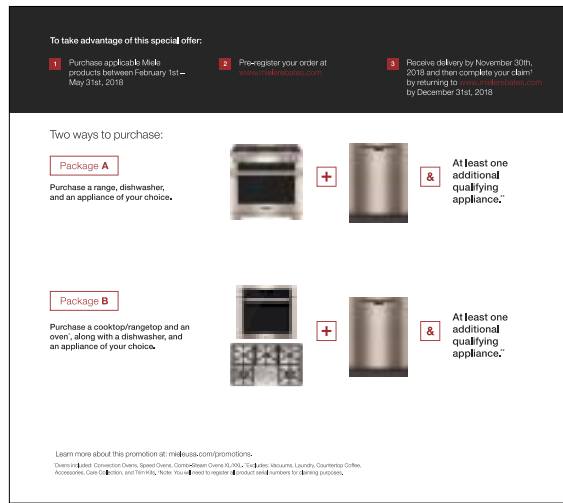
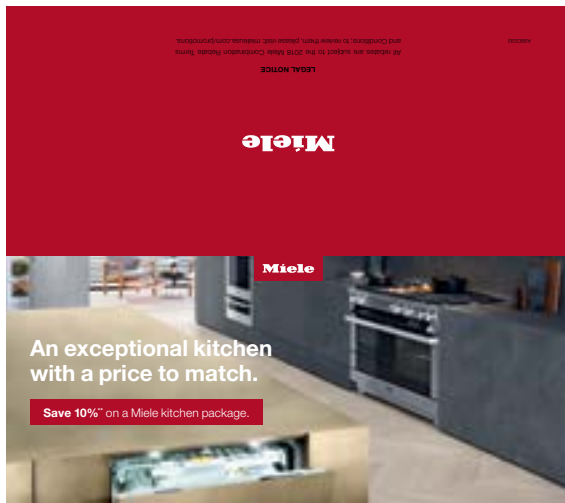


MARKETING KIT

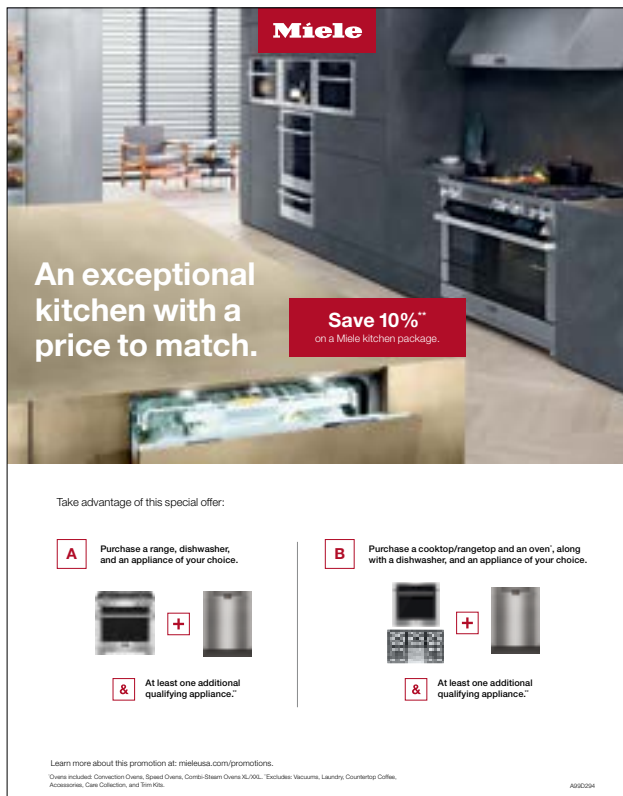
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POINT-OF-SALE

Consumer Pamphlet (A99D293)



Tabletop Display (A99D294)



Pop-Up Banner (A99D292)



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Miele Communication Touchpoints

FEATURED MIELE COMMUNICATION TOUCHPOINTS

- Prominent web banner placement throughout mieleusa.com:
 - Home Page
 - Category Pages
 - Product Pages
- Dedicated promotional landing page (mieleusa.com/promotions)
- Featured digital banners on MieleDirectSeller.com
- 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
- Good Housekeeping Digital Campaign:
 - Run-of Site units

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.





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Promotional Initiative

Terms and Conditions of 2018 Miele® Kitchen Package Rebate. (1) This promotional offer (the “Rebate”) from Miele, Inc. (“Miele”) provides an up to ten percent (10%) manufacturer’s rebate on qualifying Miele appliances purchased together in a single transaction (the “Purchased Appliances”). To qualify for the Rebate, the customer must purchase from Miele one of the following combinations of Purchased Appliances: (a) one Qualifying Range, one Qualifying Dishwasher and at least one additional Qualifying Appliance; (b) one Qualifying Cooktop, one Qualifying Oven, one Qualifying Dishwasher² and at least one additional Qualifying Appliance;³ or (c) one Qualifying Rangetop, one Qualifying Oven,⁵ one Qualifying Dishwasher² and at least one additional Qualifying Appliance.³ (2) The Rebate shall only apply to the advertised price of the Purchased Appliances and shall not apply to any installation services, taxes (including sales tax), delivery services, disposal services or any other fees. (3) Only end users (consumers) may benefit from the Rebate. The Rebate shall not apply to builders, wholesale buyers or any person or legal entity who offers for resale, or resells, the Purchased Appliances; in connection with such transactions or purchases, the Rebate shall automatically be void. (4) The Rebate may not be combined with any other offers or promotions, except for Miele’s 2018 Steam Promotion if the customer purchases a Qualifying Oven that is a Combi-Steam Oven. (5) The Rebate shall be valid only at participating authorized Miele dealers. For a list, please see <https://www.mieleusa.com/domestic/find-a-dealer-384.htm>. (6) The Rebate shall not be applied at the time of purchase of the Purchased Appliances. To receive and qualify for the Rebate, the customer shall submit an online or mail-in Rebate claim and copies of all of the required supporting documents (i.e., one or more valid order invoice(s), valid proof of payment and valid proof of delivery). (7) All Rebate claims shall be (a) submitted online at www.mielere-bates.com on or before December 31, 2018, or (b) delivered by U.S. mail using the relevant Rebate order form with a postmark dated on or before December 31, 2018, to Miele Rebates PO Box 1919 Memphis TN 38101. (8) Please allow 6-8 weeks for processing and issuance of the Rebate. (9) If delivered by U.S. Mail, only originals of the required supporting documents shall be acceptable. Please make sure to make and retain copies of the originals and all documents related to the Rebate and the Purchased Appliances. (10) To qualify for the Rebate, the Purchased Appliances must be (a) (1) ordered in person at the store of an authorized Miele dealer, or (2) purchased online through an authorized Miele dealer during the Rebate period of February 1, 2018, through and including May 31, 2018 (the “Rebate Period”), (b) all on one (1) order submitted at one time (whether delivered or invoiced one or more times) and (c) delivered to the qualifying customer’s address on or before November 30, 2018. (11) Purchases made on or before January 31, 2018 shall not qualify for the Rebate. Purchases made on or before January 31, 2018, and subsequently cancelled and reissued during the Rebate Period shall not qualify for the Rebate. Purchases made during the Rebate Period and subsequently cancelled and reissued after the Rebate Period shall not qualify for the Rebate. (12) The Rebate on the Purchased Appliances shall be limited to one (1) Rebate per household except in Rhode Island or where prohibited by law. (13) In the event any of the Purchased Appliances are returned to Miele or an authorized Miele dealer after a Rebate has been issued, the Rebate shall be forfeited and must be refunded to Miele in its entirety at the customer’s expense. (14) The customer shall be eighteen (18) years or older. (15) The Rebate shall be voidable at any time at Miele’s discretion if the customer shall not produce valid order invoices, valid proof of payment and valid proof of delivery, for each of the Purchased Appliances; or if the customer shall otherwise violate the applicable rules. (16) No substitutions shall be allowed. (17) The Rebate shall be available only to residents of the fifty (50) states of the United States of America and the District of Columbia. The Re-bate shall not be valid for residents of Puerto Rico, the U.S. Virgin Islands and any other territories or possessions of the United States of America. (18) Any misrepresentation by the person placing the order, whether innocent or fraudulent, shall disqualify him or her from the Rebate and further rebates offered by Miele; Miele reserves its right to refer such person for civil or criminal prosecution. (19) Miele may amend or discontinue the Rebate at any time with or without notice, including after an order of Purchased Appliances is placed. (20) In no event shall Miele be liable for more than the amount of the Rebate. (21) 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.

Qualifying Ranges are listed [here](#).

Qualifying Dishwashers are listed [here](#).

Qualifying Appliances are any Miele® appliance of choice, excluding [vacuum cleaners](#), [washing machines](#), [tumble dryers](#), [ironers](#), [countertop coffee makers](#), [accessories](#), [CareCollection®](#), and [trim kits](#).

Qualifying Cooktops are listed [here](#).

Qualifying Ovens are one of the following types of ovens: [convection oven](#), [speed oven](#), or [combi-steam oven](#).

Qualifying Rangetops are listed [here](#).