

Sales Information

Dept/Our ref.	Date	No.	AUS <input checked="" type="checkbox"/> (tick box)	MCA Executive Management	<input checked="" type="checkbox"/> (tick box)
Marketing/Sales	01/11/2024	026A/2024	NZ <input checked="" type="checkbox"/> (tick box)	Owners / Proprietors	<input checked="" type="checkbox"/> (tick box)
				Floor Staff	<input checked="" type="checkbox"/> (tick box)

Miele Black Friday November 2024, Promotion.

Please find below details outlining the Miele Promotion for Black Friday, 2024.

Promotion Summary

Themes: **Black Friday**

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 2024:

- BUY 3 OR MORE APPLIANCES AND **SAVE 15%***
- BUY 2 APPLIANCES AND **SAVE 12%**
- BUY 1 APPLIANCE AND **SAVE 10%**



* Promotion effective: 18 November – 2 December 2024.

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* Buy 3 or more appliances and **SAVE 15%***, Buy 2 appliances and **SAVE 12%**, Buy 1 appliance and **SAVE 10%** on Miele built-in cooking, refrigeration, dishwashing, laundry appliances and selected Professional (Pro Series) products.

Terms and Conditions apply, see Miele.com.au/promotions for details. Exclusions apply. Strictly while stocks last. See in-store for expected delivery date, however due to high demand and external factors (such as logistics and supply chain constraints), delivery may be delayed.

Promotion cannot be used in conjunction with any other discounts, promotions or offers, including without limitation the Miele Kitchen Package saving and the \$200 laundry package saving.

Promotion includes: New boxed stock of benchtop microwaves, built-in coffee machines, combi sets, dishwashers, dryers, freezers, fridges, fridge-freezers, cooktops, FashionMaster steam irons, ovens, rangehoods, steam cookers, drawers, washing machines and Professional (Pro Series) dual-compliant ProfiLine dishwashers, dual-compliant Little Giants washing machine and dryer and dual-compliant PIB 100 Steam Ironing System.

Promotion excludes: Vacuum cleaners / floorcare, benchtop coffee machines, all Professional and Professional (Pro Series) products except those listed in the inclusions above, Projects/commercial orders (i.e. multi-unit or other developments), Outlet, Clearance and B-Stock, run-out models, seconds, accessories and care, spare parts, ex-display and any service items. Any product not listed in the inclusions in Item 3 above shall be deemed excluded from this offer.

Miele for Life 3-day early access with promotional code – 15-17 November 2024

Promo code to be communicated separately closer to promotional date.

Cooking accessories:

- **Enjoy savings of 20%*** on selected Miele kitchenware accessories.
 - Promotion date: 18/11/2024 – 02/12/2024

<p>Cooking accessories</p>	<p>Enjoy savings of 20%* on selected Miele cooking accessories.</p> <p>Offer ends 2 December 2024. Strictly while stocks last.</p>	<p>Promotion effective 18 November to 2 December 2024.</p> <p>Miele for Life 3-day early access with promotional code – 15-17 November 2024</p> <p>Promo code to be communicated separately closer to promotional date</p>	<p>* Promotion effective 18 November to 2 December 2024. 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 HUB5001XL HFC70 FLEXICLIP CHROME HFC71 FLEXICLIP PERFECTCLEAN HFC72 FLEXICLIP PYROFIT FOR PYROLYTIC OVEN HFC92 FLEXICLIP PYROFIT RECTRACTABLE 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>
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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>*#Terms and Conditions apply, see Miele.com.au/promotions for details.</p>
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Thank you for supporting this initiative and we look forward to this campaign driving strong sales

Yours faithfully,

MIELE AUSTRALIA Pty. Ltd.