

## Sales Information

<b>Dept/Our ref.</b> Marketing/Sales	<b>Date</b> 19/05/2023	<b>No.</b> 014B/2022	AUS <input checked="" type="checkbox"/> (tick box) NZ <input checked="" type="checkbox"/> (tick box)	MCA Executive Management <input checked="" type="checkbox"/> (tick box) Owners / Proprietors <input checked="" type="checkbox"/> (tick box) Floor Staff <input checked="" type="checkbox"/> (tick box)
---	---------------------------	-------------------------	---	--

### **Miele** **BUY ONCE. ONCE BESSER.** **Promotion, July 2023. – UPDATE – 22/05/2023**

What is the **BUY ONCE. BUY BESSER.** promotion?

### **BUY ONCE. BUY BESSER**

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 Buy Once Buy Besser 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.

We are embracing the “Buy Once Buy Better” movement and adding a Miele spin to create “Buy Once Buy Besser” 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 **BUY ONCE. BUY BESSER.** promotion?

**July 2023:**

<p><b>Dishwasher</b></p>	<p><b>Bonus</b> 1 year supply of Miele Dishwasher UltraTabs (value \$124.80 – 240 pack) with all Miele G 5000 dishwasher.</p> <p><b>Plus an additional saving of:</b>  <b>10% for 5 appliances.#</b>  <b>7.5% for 4 appliances.#</b>  <b>5% for 3 appliances.#</b></p> <p>Offer ends 31 August 2023.          Strictly while stocks last.</p>	<p>Promotion effective 1 July to 31 August April 2023.</p>	<p>* Promotion effective 1 July to 31 August 2023. Strictly while stocks last.</p> <p><b>Bonus</b> 1 year supply of Miele Dishwasher UltraTabs (value \$124.80 – 240 pack) with all Miele G 5000 dishwasher.</p> <p>* Terms and Conditions apply, see Miele.com.au/promotions for details. Strictly while stocks last. Annual requirement calculated based on 5 wash-cycles a week (260 wash cycles per year). Initial supply of 1x20 Miele UltraTabs All-in-1 is supplied within the outlined G 5000 dishwasher, and the subsequent 4x60 UltraTabs All-in-1 will be supplied with the dishwasher at delivery. Only one claim is permitted per product sold. See in-store for expected delivery date, however due to high demand and external factors (such as COVID-19, logistics and supply chain constraints), delivery may be delayed.</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><b>Plus an additional saving of:</b>          10% for 5 appliances#          7.5% for 4 appliances#          5% for 3 appliances#</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>
--------------------------	---	--	---