

Sales Information

Dept/Our ref. Marketing/Sales	Date 19/05/2023	No. 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)
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Miele BUY ONCE. ONCE BESSER. Promotion, July 2023. – UPDATE – 22/05/2023

Please find below details outlining the Miele Promotion for July 2023.

Promotion Summary

Themes: BUY ONCE. BUY BESSER.

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:

Cooking:

- **Enjoying savings of up to \$450*** on selected Miele built-in cooking appliances
 - Promotion date: 01/07/2023 – 31/07/2023.
 - ***Save \$800** on Miele H 7890 BP C/S oven.

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- **Enjoying savings of up to \$500*** on Miele combi steam ovens
 - Plus **BONUS** Miele steam accompaniment set valued at **\$334**
 - 1x Miele server dish (DGSE - 09438520) valued at \$185
 - 1x Miele steaming container (DGGL1 - 05001370) valued at \$92
 - 1x Miele steaming container lid (DGD 1/3 - 08109071) valued at \$57
- **SAVE \$200*** on selected Miele con@ctivity enabled cooktop and rangehood packages
 - Promotion date: 01/07/2023 – 31/12/2023.

Dishwasher:

- **Bonus** 1 year supply of Miele Dishwasher UltraTabs (value \$124.80 – 240 pack) with every Miele G 5000 dishwasher.
 - Promotion date: 01/07/2023 – 31/08/2023

Refrigeration:

- **Enjoying savings of \$800*** on Miele MasterCool refrigeration appliances.
 - Promotion date: 01/07/2023 – 31/07/2023.

Laundry:

- **Enjoying savings of up to \$600*** on selected Miele laundry appliance packages.
 - **SAVE \$100** on WWD 120 washing machine
 - **SAVE \$200** on WWD 320 and WWH 860 washing machines & TWC 220 WP dryer and TWF 720 WP dryers
 - **SAVE an additional \$200** when Miele washing machine and tumble dryer are bought as a package
 - Promotion date: 01/07/2022 – 31/07/2022.
- **Enjoying savings of \$200*** on Miele FashionMaster steam ironing
 - Promotion date: 01/07/2023 – 31/07/2023.

Sales Information

July 2023

Category	Miele promotion	Duration	Terms and Conditions
<p>Cooking</p>	<p>Enjoying savings of up to \$450* on selected Miele built-in cooking appliances</p> <p>*Save \$800 on Miele H 7890 BP C/S oven.</p> <p>Plus an additional saving of: 10% for 5 appliances.# 7.5% for 4 appliances.# 5% for 3 appliances.#</p> <p>Offer ends 31 July 2023. Strictly while stocks last.</p>	<p>Promotion effective 1 to 31 July 2023.</p>	<p>* Promotion effective 1 to 31 July 2023. Strictly while stocks last.</p> <p>Ovens: H 7660 BP C/S, Save \$350 H 7660 BP BRWS, Save \$350 H 7660 BP OBSW, Save \$350 H 7660 BP GRGR, Save \$350 H 7860 BP C/S, Save \$450 H 7860 BP BRWS, Save \$450 H 7860 BP OBSW, Save \$450 H 7860 BP GRGR, Save \$450 H 7860 BPX BRWS, Save \$450 H 7860 BPX OBSW, Save \$450 H 7860 BPX GRGR, Save \$450 H 2890 B C/S, Save \$450 H 7890 BP C/S, Save \$800</p> <p>Microwaves: M 7244 TC C/S, Save \$150 M 7244 TC BRWS, Save \$150 M 7244 TC OBSW, Save \$150 M 7244 TC GRGR, Save \$150</p> <p>Warming drawers: ESW 7010 BRWS, Save \$100 ESW 7010 OBSW, Save \$100 ESW 7010 GRGR, Save \$100 ESW 7020 C/S, Save \$150 ESW 7020 BRWS, Save \$150 ESW 7020 OBSW, Save \$150 ESW 7020 GRGR, Save \$150</p> <p>Built-in coffee machines: CVA 7840 C/S, Save \$400 CVA 7845 C/S, Save \$400 CVA 7845 BRWS, Save \$400 CVA 7845 OBSW, Save \$400 CVA 7845 GRGR, Save \$400</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# 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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<p>Cooking</p>	<p>Enjoying savings of up to \$500* on Miele combi steam ovens</p> <p>Plus BONUS Miele steam accompaniment set valued at \$334</p> <p>1x Miele server dish (DGSE) valued at \$185</p> <p>1x Miele steaming container (DGGL1) valued at \$92</p> <p>1x Miele steaming container lid (DGD 1/3) valued at \$57</p> <p>Plus an additional saving of: 10% for 5 appliances.# 7.5% for 4 appliances.# 5% for 3 appliances.#</p> <p>Offer ends 31 July 2023. Strictly while stocks last.</p>	<p>Promotion effective 1 to 31 July 2023</p>	<p>* Promotion effective 1 to 31 July 2023. Strictly while stocks last.</p> <p>Ovens: DGC 7440 C/S, Save \$300 DGC 7440 BRWS, Save \$300 DGC 7440 OBSW, Save \$300 DGC 7440 GRGR, Save \$300 DGC 7440 X OBSW, Save \$300 DGC 7440 X GRGR, Save \$300 DGC 7840 C/S, Save \$400 DGC 7840 BRWS, Save \$400 DGC 7840 OBSW, Save \$400 DGC 7840 GRGR, Save \$400 DGC 7840 X OBSW, Save \$400 DGC 7840 X GRGR, Save \$400 DGC 7845 C/S, Save \$400 DGC 7845 BRWS, Save \$400 DGC 7845 OBSW, Save \$400 DGC 7845 X BRWS, Save \$400 DGC 7845 X OBSW, Save \$400 DGC 7845 X GRGR, Save \$400 DGC 7460 XXL C/S, Save \$400 DGC 7460 XXL BRWS, Save \$400 DGC 7460 XXL OBSW, Save \$400 DGC 7860 XXL C/S, Save \$500 DGC 7860 XXL OBSW, Save \$500 DGC 7865 XXL C/S, Save \$500 DGC 7865 XXL BRWS, Save \$500 DGC 7865 XXL OBSW, Save \$500 DGC 7865 XXL GRGR, Save \$500</p> <p>Plus BONUS Miele steam accompaniment set valued at \$334</p> <p>1x Miele server dish (DGSE) valued at \$185</p> <p>1x Miele steaming container (DGGL1) valued at \$92</p> <p>1x Miele steaming container lid (DGD 1/3) valued at \$57</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# 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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<p>Cooking</p>	<p>Enjoying savings of \$200* on selected Miele conactivity enabled cooktop and rangehood packages</p> <p>Plus an additional saving of: 10% for 5 appliances.# 7.5% for 4 appliances.# 5% for 3 appliances.#</p> <p>Offer ends 31 December 2023. Strictly while stocks last.</p>	<p>Promotion effective 1 July to 31 December 2023.</p>	<p>* Promotion effective 1 July to 31 December 2023. Strictly while stocks last.</p> <p>Save \$200* on selected Miele conactivity enabled cooktop and rangehood packages.</p> <p><u>Induction cooktops:</u> KM 7464 FL KM 7564 FL KM 7574 FL KM 7575-2 FL KM 7679 FL KM 7684 FL KM 7678-2 FL KM 7594-2 FL KM 7897-2 Diamond KM 7899-2 KM 7999</p> <p><u>Rangehoods:</u> DAS 4620 DAS 4920 DAS 4630 DAS 4930 DAS 8930 DA 2578 DA 2518 DA 2668 DA 2698 DA 2628 DAD 4840 DA 2808 DA 4228 W DA 6498 W DA 7198 W DA 6698 W DA 6998 W DA 6708 D DA 4248 V</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# 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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<p>Dishwasher</p>	<p>Bonus 1 year supply of Miele Dishwasher UltraTabs (value \$124.80 – 240 pack) with all Miele G 5000 dishwasher.</p> <p>Plus an additional saving of: 10% for 5 appliances.# 7.5% for 4 appliances.# 5% for 3 appliances.#</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>Bonus 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>Plus an additional saving of: 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>
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<p>Laundry</p>	<p>Enjoying savings of up to \$600* on selected Miele laundry appliance packages.</p> <p>SAVE \$100 on WWD 120 washing machine</p> <p>SAVE \$200 on WWD 320 and WWH 860 washing machines & TWC 220 WP dryer and TWF 720 WP dryers</p> <p>Save an additional \$200 when Miele washing machine and tumble dryer are bought as a package</p> <p>Offer ends 31 July 2023. Strictly while stocks last.</p>	<p>Promotion effective 1 to 31 July 2023.</p>	<p>* Promotion effective 1 to 31 July 2023. Strictly while stocks last.</p> <p>Save \$100: WWD 120 washing machine, now \$1,949</p> <p>SAVE \$200: WWD 320 washing machine, now \$2,099 WWH 860 washing machine, now \$2,799 TWC 220 WP dryer, now \$2,099 TWF 720 WP dryer, now \$2,799</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>Laundry</p>	<p>Enjoying savings of \$200* on Miele FashionMaster steam ironing</p> <p>Offer ends 31 July 2023. Strictly while stocks last.</p>	<p>Promotion effective 1 to 31 July 2023.</p>	<p>* Promotion effective 1 to 31 July 2023. Strictly while stocks last.</p> <p>SAVE \$200: B 4847 steam ironer, now \$2,749</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>
<p>Refrigeration</p>	<p>Enjoying savings of \$800* on Miele MasterCool refrigeration appliances.</p> <p>Offer ends 31 July 2023. Strictly while stocks last.</p>	<p>Promotion effective 1 to 31 July 2023.</p>	<p>* Promotion effective 1 to 31 July 2023. Strictly while stocks last.</p> <p>MasterCool refrigeration: K 2601 Vi, Save \$800 F 2671 Vi, Save \$800 KF 2981 Vi, Save \$800</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>

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On-going promotions:

Category	Miele promotion	Duration	Terms and Conditions
Cooking Refrigeration Dishwasher	<p>Enjoy the benefits of next-generation lifestyle innovations.</p> <p>With these package offers:</p> <p>Save 5% when you buy 3 Miele kitchen appliances.#</p> <p>Save 7.5% when you buy 4 Miele kitchen appliances.#</p> <p>Save 10% when you buy 5 or more Miele kitchen appliances.#</p>	Effective from 1 January 2020.	<p>Miele Kitchen Package Promotion effective for orders placed from 1 January 2020.</p> <p>#Product categories included are:</p> <p>Built-In cooking appliances, cooktops, rangehoods, freestanding cookers, dishwashers and refrigeration. Offer excludes laundry appliance categories (washing machines, dryers and ironers) and floorcare.</p> <p>Offer does not apply to Project orders, Professional products, damaged or display models.</p> <p>Package discount is applied at point of purchase.</p>
Laundry	Save \$200 on Miele Laundry Appliance Packages	On-going	<p>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.</p> <p>Saving applies to tumble dryer model purchased. Non-matching Miele washing machine and tumble dryer packages can be purchased.</p> <p>Cannot be used in conjunction with any other offer.</p>
Laundry	Bonus 6 months' supply of Miele UltraPhase detergent with TwinDos washing machines.	On-going	<p>Offer via redemption only. Voucher supplied with the delivery of valid Miele TwinDos washing machine. Simply visit shop.miele.com.au to redeem the voucher for a complimentary UltraPhase detergent 6-month supply set valued at \$155.00 (UltraPhase 6-month supply set consists of 3 x UltraPhase 1 and 2 x UltraPhase 2).</p> <p>Offer valid while stocks last. Offer only applies to new customer orders and is exclusive to www.shop.miele.com.au</p> <p>Not redeemable for cash and cannot be taken with any other offer. Offer applies to applicable purchases made in Australia. Lost vouchers will not be re-issued.</p>

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Dishwasher	Bonus 6 months' supply of Miele PowerDisk with every G 7000 AutoDos dishwasher.	On-going	<p>Offer via redemption only. Voucher supplied with the delivery of a valid Miele G7000 AutoDos dishwasher. Simply visit shop.miele.com.au to redeem the voucher for a complimentary PowerDisk 6 month supply set valued at \$110.40 (6 months' supply of PowerDisk detergent equates to 6x PowerDisk cartridges)</p> <p>Offer valid while stocks last. Offer applies to new customer orders and is exclusive to www.shop.miele.com.au.</p> <p>Voucher not redeemable for cash and cannot be taken with any other offer. Offer applies to applicable purchases made in Australia. Lost vouchers will not be re-issued.</p>
Laundry	30 day money back guarantee on Miele washing machines and tumble dryers	On-going	<p>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.</p>
Cooking	30 day money back guarantee on Miele steam ovens	On-going	<p>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.</p>

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

Yours faithfully,

MIELE AUSTRALIA Pty. Ltd.