



Dear NESPRESSO Retail Partner,

Nespresso® is pleased to announce the **National Coffee Day National Promotion** (“Promotion”).

Nespresso is offering a consumer promotion on select Nespresso® VERTUO POP+ machines and will offer margin support to qualifying retailers for qualifying sales when the terms of this promotion as described herein are satisfied (“Promotional Support”).

This offer applies only to Qualifying Nespresso® machine sales occurring **Friday, September 26 through Monday, October 6**, at 11:59 PM PST (the “Promotion Period”).

Nespresso reserves the right to announce additional Promotion periods in the future.

❖ **Qualifying Machines:**

- SELECT Nespresso® VERTUO POP+ machines
- SEE ATTACHED LIST for qualifying machines and applicable Minimum Advertised Promotional Retail Price and Discounts

For avoidance of doubt, advertising under this Promotion includes, but is not limited to, print (including but not limited to newspapers, inserts, catalogs, magazines, mailers, flyers, and coupons), television, radio, and electronic commerce (including a retailer’s website, any other websites, email, and social media). Any price displayed within a brick-and-mortar retail location does not constitute advertising under this policy. Any price information relating to the QUALIFYING MACHINES on the Internet that can be accessed by a browser or other means of comparing prices constitutes advertising under this policy, provided, however, that: (a) actual selling prices may be provided to Internet shoppers by telephone or email responses, and (b) coupons may be provided to enable Internet shoppers to obtain a price at an online checkout that is below the Minimum Advertised Promotional Retail Price.

❖ **Qualifying Sales:** Promotional Support will only be paid for sales

- In the United States
- From in-store /on-hand inventory, or a previously approved drop-ship arrangement
- Made at a Minimum Advertised Promotional Retail Price described in attached list
- Occurring during the Promotion Period
- That complies with all terms and conditions of this promotion

❖ **Promotion Terms and Restrictions:**

- **Promotional Support will not be honored for any sales that occur before or after the Promotion Period.**
- **Promotional Support will be based on the Nespresso® consumer promotion discount for qualifying machine.**



Nespresso will provide notice to a retailer when it identifies that its advertised price for a qualifying machine(s) (“Advertised Price”) is below the Minimum Advertised Promotional Retail Price.

- Promotional Support will be forfeited for sales of qualifying machines if the Advertised Price for the qualifying machine(s) is below the Minimum Advertised Promotional Retail Price at any point before or during the Promotion Period.

Violation of the Minimum Advertised Promotional Retail Price on any one machine shall not impact retailer’s ability to earn Promotional Support for sale of all Qualifying Machines under this Terms and Conditions but will not impact retailer’s ability to earn Promotional Support for sale of other qualifying products.

If a retailer violates the Minimum Advertised Promotional Retail Price for a machine model during or before the Promotion Period, they will be disqualified from earning Promotional Support for any sales of that model during that Promotion Period.

However, if a retailer violates the Minimum Advertised Promotional Retail Price for a specific machine model during the Promotion Period, they will still be eligible to earn Promotional Support for other Qualifying Machine models and other qualifying products. The Minimum Advertised Promotional Retail Price for each eligible machine for this Promotion Period is attached to these terms and conditions.

- This Promotion cannot be combined with any discount or promotion on any coffee capsule intended for use in any Nespresso® Original Line machine that is manufactured by a company other than Nespresso (otherwise known as a “compatible capsule”). Failure to comply with this Restriction may result in forfeiture of all Promotional Support during the Promotion Period.
 - Retailer must not have been notified of Retailer’s ineligibility for Promotional Support under this Promotion as a consequence of a previous violation of the Nespresso USA Minimum Advertised Price Policy (“MAP Policy”).
- ❖ **Brand Integrity.** Nespresso® offers Promotional Support to Retailers in order to maintain competitive pricing of Nespresso® products, drive sales of Nespresso® machines, and promote the overall Nespresso brand. Further, it is important to Nespresso® to avoid consumer confusion related to whether compatible capsules are endorsed by or affiliated with Nespresso®. Consistent with each of these objectives, it is a required condition of this Promotion that no compatible capsule(s) or advertisement of compatible capsule(s) may be positioned on or near a display of Qualifying Machines, either in store or in advertisement (whether printed or via ecommerce).
- In evaluating compliance with this requirement, Nespresso® will consider such factors as whether the positioning of the capsules and Qualifying Machines suggests endorsement by or affiliation with Nespresso®, and/or leverages the Qualifying Machine promotion for the benefit of the compatible capsule sales.



- In store, the compatible capsules must be at least 20 feet away from the Qualifying Machine; Retailers with stores not large enough to comply with this distance requirement should contact Nespresso® for preapproval of potential alternatives.
- Failure to adhere to this Brand Integrity requirement at any one or more retail locations may result in forfeiture of Promotional Support for sales of Qualifying Nespresso® Original Line Machines at all of Retailer's retail locations for the Promotion Period. Compliance with this Brand Integrity requirement will be determined solely by Nespresso®.

Receiving your Promotional Support: Promotional Support offered under this Promotion will be given only when the following conditions are met:

- **MINIMUM ADVERTISED PROMOTIONAL RETAIL PRICE:** The Advertised Price for the qualifying machine(s) must not violate the Minimum Advertised Promotional Retail Price at any point before or during the Promotion Period.
- **FINAL PROOF OF SALES:**
 - All proof of Sales Performance must be submitted to your Machine Partner representative (DeLonghi and/or Breville) no later than **December 5, 2025**. Any requests for Promotional Support related to this promotion submitted after this date will not be honored.
 - Proof of Sales Performance is a system-generated document that details sales performance for the assigned period.

Nespresso® may, without prior notice to Retailer, set-off or recoup any amounts Retailer owes to Nespresso®, whether or not past due under relevant payment terms, against any Promotional Support owing to Retailer pursuant to the terms and conditions of this Promotion.

- ❖ **Post Audits Claims.** Any deduction for a promotion which is submitted by the retailer or its representative after the promotion deadline is considered a Post Audit Request. Such request must be submitted directly to Nespresso® and will only be paid at Nespresso's discretion.

All Post Audit Requests must be submitted to: Post-Audit-Requests@nespresso.com

- Please provide the following information:
 - Title of the Promotion
 - Year Promotion occurred
 - Total Unit Sales
 - Total dollar amount and breakdown of the dollar amount per unit sales
 - Reason why requested deduction is being submitted late
 - Any additional documentation related to the request
- If the request is approved by Nespresso®, the Retailer will be reimbursed for promotion amounts, in whole or part, at Nespresso's discretion. Reimbursement may be processed via the Machine Partner or Nespresso®, at Nespresso's direction.



- ❖ **Pricing.** Retailer retains authority in all cases to determine the price to consumers for Nespresso® machines and related products. Retailer will independently determine whether to participate in the terms of this promotion

SEE ATTACHED LIST OF ELIGIBLE MACHINES, MINIMUM ADVERTISED PROMOTIONAL RETAIL PRICE, AND ELIGIBLE DISCOUNT.

For any machine that is both (i) a Covered Product under the MAP Policy, and (ii) a Qualifying Machine under these Promotion Terms, then these Promotion Terms, including the Minimum Advertised Promo Retail Price, shall supersede the MAP Policy and the corresponding minimum advertised price thereunder.

Nespresso by Breville Eligible Machines

LINE	 PRODUCT NAME	SKU NUMBER	EVERY DAY SUGGESTED RETAIL PRICE	Reg MAPP	MINIMUM ADVERTISED PROMO PRICE
VERTUO POP+	Vertuo Pop+ Spicy Red	BNV121RED1BUC1	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+	Vertuo Pop+ Aqua Mint	BNV121MIN1BUC1	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+	Vertuo Pop+ Dark Grey	BNV121DGR1BUC1	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+	Vertuo Pop+ Coconut White	BNV121WHT1BUC1	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+	Vertuo Pop+ Lilac	BNV121LIL1BUC1	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Spicy Red Bundle	BNV151RED1BUC1	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Aqua Mint Bundle	BNV151MIN1BUC1	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Dark Grey Bundle	BNV151DGR1BUC1	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Coconut White Bundle	BNV151WHT1BUC1	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Lilac Bundle	BNV151LIL1BUC1	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ DELUXE	Vertuo Pop+ Deluxe Titan	BNV125TTN1BUC1	\$ 149.99	\$ 149.00	\$ 109.00
VERTUO POP+ DELUXE BUNDLE	Vertuo Pop+ Deluxe Titan Bundle	BNV155TTN1BUC1	\$ 199.99	\$ 199.00	\$ 149.00
VERTUO POP+	Vertuo Pop+ Pistachio LE	BNV121PTC1BUC1	\$ 139.99		\$ 109.00
VERTUO POP+ VAB	2024 LE + Flavors VAB - Pistachio	BNV121PTC1BUC2	\$ 139.99		\$ 129.00
VERTUO POP+ DELUXE	Vertuo Pop+ Deluxe Black Matte - Gold (Festive)	BNV125MTB1BUC1	\$ 149.99		\$ 109.00
VERTUO POP+ DELUXE BUNDLE	Vertuo Pop+ Deluxe Black Matte Bundle- Gold (Festive)	BNV155MTB1BUC1	\$ 199.99		\$ 149.00

Nespresso by De'Longhi Eligible Machines



LINE	 PRODUCT NAME	SKU NUMBER	EVERY DAY SUGGESTED RETAIL PRICE	Reg MAPP	MINIMUM ADVERTISED PROMO PRICE
VERTUO POP+	Vertuo Pop+ Liquorice Black	ENV92B	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+	Vertuo Pop+ Pacific Blue	ENV92A	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+	Vertuo Pop+ Mango Yellow	ENV92Y	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+	Vertuo Pop+ Candy Pink	ENV92P	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+	Vertuo Pop+ Beige	ENV92BE	\$ 129.99	\$ 129.00	\$ 89.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Candy Pink Bundle	ENV92PAE	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Liquorice Black Bundle	ENV92BAE	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Pacific Blue Bundle	ENV92AAE	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Mango Yellow Bundle	ENV92YAE	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ BUNDLE	Vertuo Pop+ Beige Bundle	ENV92BEAE	\$ 179.99	\$ 179.00	\$ 134.00
VERTUO POP+ VAB	2025 Cold VAB - Black	ENV92BCTU	\$ 139.99	\$ 139.00	\$ 129.00
VERTUO POP+ DELUXE	Vertuo Pop + Deluxe Silver	ENV95S	\$ 149.99	\$ 149.00	\$ 109.00
VERTUO POP+ DELUXE BUNDLE	Vertuo Pop + Deluxe Silver Bundle	ENV95SAE	\$ 199.99	\$ 199.00	\$ 149.00
VERTUO POP+	Vertuo Pop+ Pastel Yellow LE	ENV92LE	\$ 139.99		\$ 109.00
VERTUO POP+ VAB	2025 LE + Flavors VAB - Pastel Yellow	ENV92LETU	\$ 139.99		\$ 129.00
VERTUO POP+ DELUXE	Vertuo Pop+ Deluxe Black Matte - Chrome (Festive)	ENV95BMC	\$ 149.99		\$ 109.00
VERTUO POP+ DELUXE BUNDLE	Vertuo Pop+ Deluxe Black Matte Bundle - Chrome (Festive)	ENV95BMCAE	\$ 199.99		\$ 149.00