

News Release

Miele Canada Announces Multi-Year Partnership with **Flexiti**
Miele customers can now access flexible financing with 0% interest¹ options through
Miele Chartered Agents, Miele Experience Centres, and miele.ca

[VAUGHAN, ON, April 10, 2024 – Premium domestic appliance manufacturer Miele Canada (“Miele”) is pleased to announce a three-year partnership with **Flexiti Financial Inc.** (“Flexiti”), a leading point-of-sale consumer financing solution for retailers. Through the partnership, Miele customers will be able to take advantage of flexible payment solutions through Flexiti’s omni-channel financing platform.

“Our partnership with Flexiti helps Miele continue to deliver on our promise of ‘Forever Better’,” said Nelson Freson, President and CEO of Miele Canada. “We are committed to delivering quality and high-performance products and are pleased to make them accessible to our customers through Flexiti’s financing solution.”

Miele customers are now able to apply for Flexiti in Miele Chartered Agents and Miele Experience Centres in Canada or online during checkout at miele.ca. Upon approval, they can instantly make purchases within their credit limit (and without needing to reapply) with 0% interest financing plans. Miele’s commitment to excellence extends beyond its position as the world’s leading manufacturer of premium domestic appliances, including built-in cooking and refrigeration appliances for the kitchen, laundry and coffee systems for the home, as well as vacuum cleaners and Miele’s own CareCollection products. Now, through this partnership, Miele is also elevating its omni-channel customer experience to new heights.

Miele customers who are existing FlexitiCard® holders can also shop with their cards to finance online purchases with Miele. To learn more, visit miele.ca/flexiti-financing.

¹ O.A.C. Subject to terms of your Flexiti cardholder agreement. Available plans depend on in-store or online shopping. Minimum purchase may apply; varies by promo term length. Interest (including accrued interest for deferred plans) at the cardholder agreement annual interest rate of 31.99% - 39.99% (35% max for Quebec residents) is charged if the promo is cancelled or expires without full payment. Promos and available interest rates vary based on applicant’s creditworthiness at time of application. Admin fees may apply and will be financed with purchase; fee amounts are based on promo term length and is payable in full if the promo is paid off early (not applicable for Quebec residents), ask a sales associate for details. Annual fee of \$39.99 applies for residents of Quebec. No payments deferred plans are not available for Quebec residents, however, other deferred interest promos may be available. Instant financing is conditional upon ID and on approved credit and valid email address required. Applications may be subject to a secondary, manual review. Promos and terms may be changed without notice. Eligibility for promos varies with cardholder creditworthiness. Financing provided by Flexiti Financial. B.C. Licence No. 83660. Flexiti, FlexitiCard, Flexiti Network and the Flexiti design are trademarks of Flexiti Financial Inc.

Miele Company Profile

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance, and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners, laundry systems, rotary irons, dishwashers, ranges, built-in convection/speed/steam/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan, Ontario. To learn more, visit www.miele.ca or follow us on Facebook, X, Instagram and YouTube.

About Flexiti

Flexiti provides flexible financing to help customers make important purchases. Available at a network of over 8,000 top-tier retail locations and e-commerce sites, including The Brick, Wayfair.ca, Sleep Country, Staples and Birks, Flexiti's award-winning sales financing platform provides customers and merchants alike with seamless point-of-sale service. Flexiti users can be instantly approved¹ in-store and online to receive 0% interest financing on purchases within their credit limit without needing to reapply. Helping Canadians secure over \$2B in flexible financing, Flexiti is one of Canada's fastest growing sales financing providers. In 2022, Flexiti was named one of Canada's Top Growing Companies for the fourth consecutive year. In 2021, Flexiti ranked 10th on Deloitte's Canada's 'Technology Fast 50™,' 54th on Deloitte's North American 'Technology Fast 500™,' and ranked 13th on The Globe and Mail's '2021 Canada's Top Growing Companies.' For more information on Flexiti's service offering and growing Flexiti Network™, visit www.flexiti.com.

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