



Dear NESPRESSO Retail Partner,

Nespresso® is pleased to announce the **Memorial Day Weekend 2026 National Promotion** (“Promotion”).

Nespresso is offering a consumer promotion of 30% off select Nespresso® VERTUO NEXT 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, May 22, 2026 through Monday, June 1, 2026** 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 NEXT 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

❖ **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.**



- **Promotional Support will be forfeited for sales of qualifying machine(s) if the Advertised Price for the qualifying machine(s) is below the Promotional Retail Price at any point 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 other qualifying machines. The Minimum Advertised Promotional Retail Price for each eligible machine for this Promotion Period is attached to these terms and conditions.**
  
- ❖ **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.
  
- ❖ **Receiving your Promotional Support:** Promotional Support offered under this promotion will be given only when the following conditions are met:
  - **FINAL PROOF OF SALES:**
    - All proof of Sales Performance must be submitted to your Machine Partner representative (DeLonghi and/or Breville) no later than **August 24, 2026**. 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](mailto: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 PROMOTION PRICE, AND ELIGIBLE DISCOUNT**

### Nespresso by De’Longhi Eligible Machines

Model	PRODUCT NAME	SKU NUMBER	EVERY DAY SUGGESTED RETAIL PRICE	MINIMUM ADVERTISED PROMO PRICE 30% OFF SRP
Vertuo Next	Vertuo Next Grey	ENV120GY	\$ 179.99	\$ 125.00
Vertuo Next	Vertuo Next White	ENV120W	\$ 179.99	\$ 125.00
Vertuo Next	Vertuo Next Jade	ENV120J	\$ 179.99	\$ 125.00
Vertuo Next	Vertuo Next Glossy Black (Exclusive)	ENV120BG	\$ 179.99	\$ 125.00
Vertuo Next Bundle	Vertuo Next Grey Bundle	ENV120GYAE	\$ 229.99	\$ 160.00
Vertuo Next Bundle	Vertuo Next White Bundle	ENV120WAE	\$ 229.99	\$ 160.00
Vertuo Next Premium	Vertuo Next Premium Black Rose Gold	ENV120B	\$ 189.99	\$ 132.00
Vertuo Next Premium	Vertuo Next Premium Creamy White - Gold	ENV120WG	\$ 189.99	\$ 132.00
Vertuo Next Premium	Vertuo Next Premium Black Matte	ENV120BM	\$ 189.99	\$ 132.00
Vertuo Next Premium Bundle	Vertuo Next Premium Black Matte Bundle	ENV120BMAE	\$ 239.99	\$ 167.00
Vertuo Next Premium Bundle	Vertuo Next Premium Black Rose Gold Bundle	ENV120BAE	\$ 239.99	\$ 167.00
Vertuo Next Premium Bundle	Vertuo Next Premium Creamy White Bundle - Gold	ENV120WGAE	\$ 239.99	\$ 167.00
Vertuo Next Deluxe	Vertuo Next Deluxe Pure Chrome	ENV120C	\$ 209.99	\$ 146.00
Vertuo Next Deluxe Bundle	Vertuo Next Deluxe Pure Chrome Bundle	ENV120CAE	\$ 259.99	\$ 181.00

### Nespresso by Breville Eligible Machines



Model	PRODUCT NAME	SKU NUMBER	EVERY DAY SUGGESTED RETAIL PRICE	MINIMUM ADVERTISED PROMO PRICE 30% OFF SRP
Vertuo Next	Vertuo Next Light Grey	BNV520GRY1BUC1	\$ 179.99	\$ 125.00
Vertuo Next	Vertuo Next Cherry Red	BNV520RED1BUC1	\$ 179.99	\$ 125.00
Vertuo Next	Vertuo Next Navy	BNV520NAV1BUC1	\$ 179.99	\$ 125.00
Vertuo Next Bundle	Vertuo Next Light Grey Bundle	BNV550GRY1BUC1	\$ 229.99	\$ 160.00
Vertuo Next Bundle	Vertuo Next Cherry Red Bundle	BNV550RED1BUC1	\$ 229.99	\$ 160.00
Vertuo Next Premium	Vertuo Next Premium Classic Black	BNV530BLK1BUC1	\$ 189.99	\$ 132.00
Vertuo Next Premium	Vertuo Next Premium Creamy White - Chrome (H&H)	BNV541CRM1BUC1	\$ 189.99	\$ 132.00
Vertuo Next Premium	Vertuo Next Premium Creamy White - Chrome	BNV540CRM1BUC1	\$ 189.99	\$ 132.00
Vertuo Next Premium Bundle	Vertuo Next Premium Creamy White Bundle - Chrome	BNV570CRM1BUC1	\$ 239.99	\$ 167.00
Vertuo Next Premium Bundle	Vertuo Next Premium Classic Black Bundle	BNV560BLK1BUC1	\$ 239.99	\$ 167.00
Vertuo Next Deluxe	Vertuo Next Deluxe Dark Chrome	BNV540DCR1BUC1	\$ 209.99	\$ 146.00
Vertuo Next Deluxe	Vertuo Next Deluxe Matte Black	BNV540MTB1BUC1	\$ 209.99	\$ 146.00
Vertuo Next Deluxe Bundle	Vertuo Next Deluxe Dark Chrome Bundle	BNV570DCR1BUC1	\$ 259.99	\$ 181.00
Vertuo Next Deluxe Bundle	Vertuo Next Deluxe Matte Black Bundle	BNV570MTB1BUC1	\$ 259.99	\$ 181.00