



SALES UPDATE

Memo 2022 | 17 – October 1, 2021

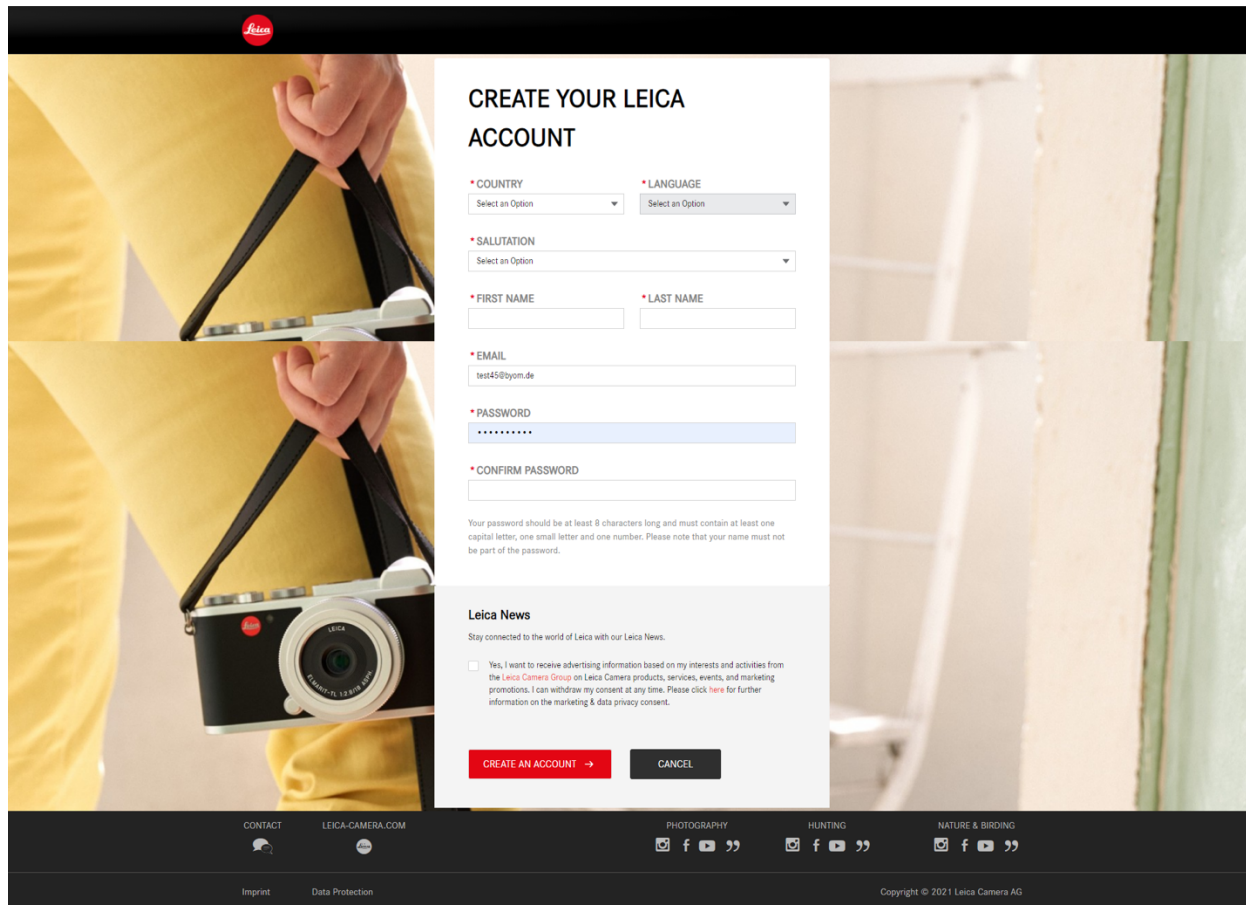
New Incentive for Product Registration: Warranty Extension and LFI Digital Subscription

Leica Camera announces a new consumer program with a goal of increasing official product registrations. Customers who register specific Leica products in the Leica Account/Owners Club portal will receive a 1-Year Leica Warranty Extension and a 3-Month Leica Fotografie International (LFI) Digital Subscription. This incentive applies to the registration of purchases of a new Leica M, SL (body or lens) or Q2 from a Leica Authorized Dealer. All products must be registered within three months of the original purchase. In a goodwill gesture, Leica Camera will offer the warranty extension and LFI subscription to all consumers who have purchased a qualifying product from October 1, 2019 through September 30, 2021, provided they register their product or activate the offers via the Leica Account/Owners Club by December 31, 2021.

With this extended warranty program, customers of Leica M, SL (body or lens) and Q2 cameras will now benefit from, an industry leading, 3-years of product protection following their product registration. Consumers who register their products and opt-in for Marketing communications will be notified when important firmware updates are offered, Leica promotions and other important Leica news and events.

TARGET	1. PRE - REGISTRATION	2. REGISTRATION PREREQUISITES - CUSTOMER	3. REGISTRATION STEPS – ALL CHANNELS
<ul style="list-style-type: none">➤ All purchasing customers to be assisted with registering their Leica product, thus benefit from the standard warranty.➤ All purchasing customers to be convinced of the WE and LFI offer value and assist them with registering their new Q, M, SL camera and lens product, thus benefit from it, subject to T&Cs.	<ul style="list-style-type: none">➤ The customer has completed their purchase.➤ The customer is informed - in pack, in store and on our website - of the registration offer.➤ The customer wishes to proceed with the product registration.➤ All staff are familiar with the WE and LFI offer.	<p>Customer must already have or must open a Leica Account and provide:</p> <ul style="list-style-type: none">➤ Their personal data – name, address, email, phone, DOB.➤ Their interests.➤ Marketing permission.➤ Product details and serial number.➤ Date of purchase. <p>All fields are mandatory.</p>	<ol style="list-style-type: none">1. Scan QR code or Go to registration web address2. Create customer account or Login to account3. Select correct product model and input product data (SN, purchase information)4. Submit for WE and/or LFI subscription if product qualifies5. Review customer data and input any missing information6. DOI check confirm.7. Submit.

Customers can register their product by creating or updating their Leica Account via <https://club.leica-camera.com>. The Extended Warranty option and Digital LFI Subscription are activated upon registration of the applicable products.

The image is a screenshot of the 'CREATE YOUR LEICA ACCOUNT' page on the Leica website. The page has a black header with the Leica logo. The main content area is white and features a registration form. The form includes fields for Country, Language, Salutation, First Name, Last Name, Email, Password, and Confirm Password. Below the form, there is a section for 'Leica News' with a checkbox for receiving advertising information. At the bottom of the form, there are two buttons: 'CREATE AN ACCOUNT' and 'CANCEL'. The page is flanked by two large images: on the left, a person in a yellow shirt holding a Leica camera, and on the right, a close-up of a camera lens. The footer is black and contains links for 'CONTACT', 'LEICA-CAMERA.COM', 'PHOTOGRAPHY', 'HUNTING', and 'NATURE & BIRDING', along with social media icons and a copyright notice for 2021 Leica Camera AG.

CREATE YOUR LEICA ACCOUNT

* COUNTRY * LANGUAGE

* SALUTATION

* FIRST NAME * LAST NAME

* EMAIL

* PASSWORD

* CONFIRM PASSWORD

Your password should be at least 8 characters long and must contain at least one capital letter, one small letter and one number. Please note that your name must not be part of the password.

Leica News
Stay connected to the world of Leica with our Leica News.

☐ Yes, I want to receive advertising information based on my interests and activities from the **Leica Camera Group** on Leica Camera products, services, events, and marketing promotions. I can withdraw my consent at any time. Please click [here](#) for further information on the marketing & data privacy consent.

CREATE AN ACCOUNT **CANCEL**

CONTACT LEICA-CAMERA.COM PHOTOGRAPHY HUNTING NATURE & BIRDING

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This offer can be communicated to consumers on October 1, 2021. Please contact your District Sales Representative for program details.