



SALES UPDATE

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Free One-Year LHSA Digital Membership For New Members with the Purchase of Select Products

Starting October 1 Leica Camera will initiate an ongoing global promotion, offering your customers a complimentary One-Year Leica Society Digital Membership applicable to new LHSA members only and limited to qualifying purchases.

This promotion is valid on purchases of a new Leica M camera, Leica SL camera, Leica S007 camera, Leica TL2 camera, Leica CL camera, and Leica Q. Lenses are not included in this offer.

This promotion is open to all Leica dealers.

Customers will need to follow the steps below to benefit from this promotion:

- A brochure will be placed in each qualifying camera box with instructions and information.
- Go to the Leica Owners' Area and visit the promotional offers section
- Serial number of qualifying purchase is needed to process the membership

This promotion provides Leica dealers and sales associates:

- Value-added gift to your customers (a \$60 value!)
- Sales tool and reason to reach out to a customer
- A conversation starter - The best part about Leica is the people who work at Leica and use the product. The Leica Society exemplifies the robust and welcoming community of Leica enthusiasts and mentioning it is a great way to spark conversation on joining the collective Leica journey.

For more information on the promotion, please visit < <https://en.web.leica-camera.com/World-of-Leica/Leica->

News/Global/2018/Leica-Camera-AG-and-LHSA or the program FAQ page.

You can also contact LHSA's Executive Director Richard Rejino at info@lhsa.org with any questions.

We thank you in advance for your support of this valuable program.



For images of Leica products:
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