

## Miles & More GmbH

### Expert for successful customer loyalty

Miles & More is the loyalty programme of the Lufthansa Group – a multi-faceted programme with more than 200 partners worldwide, constantly offering new incentives to its more than 36 million registered members. 30 years of experience make Miles & More one of the most relevant programme platforms for customer targeting and retention in the premium segment, as well as a strong brand – whether in the award business and programme operations, in status management or with offers and services in the travel, sales & retail and in the finance sector. As a reliable companion on journeys and in everyday life, we fulfil life's little wishes and big dreams of our members and become particularly attractive through the combination of premium offers and status privileges.

Launched in 1993 with seven partners, Miles & More GmbH, headquartered in Frankfurt am Main, has been an independent company as a wholly-owned subsidiary of Deutsche Lufthansa AG since September 2014. Managing directors are Gerald Schlögl and Johann-Philipp Bruns.

### We convince with relevance, diversity and emotions

Award miles can be earned and redeemed by participating in the free loyalty programme with roughly 40 airline partners, including the 26 airlines in the Star Alliance. Our flight rewards are the most coveted awards. Outside of aviation, more than 150 partners and companies from a wide range of sectors such as hotels, travel, mobility, entertainment, shopping, finance or conversions are connected. Also popular is our online shopping, where at least one award mile can be earned for every euro spent in over 500 online shops. Those who want to use miles for a good cause can donate them to help alliance, the charitable aid organisation of the Lufthansa Group. Accordingly, our members benefit from attractive award offers as well as the connection to an exclusive world and partner companies from access to a sophisticated target group for their own customer loyalty.

Award miles can easily be earned and redeemed via the Miles & More website and app. In addition, the digital service card can be accessed in the app from anywhere and at any time, for example, to view the mileage account, change profile content or access data, set personal award goals, or pool award miles with other members using Mileage Pooling.

### Special benefits for frequent flyers

The many privileges for frequent flyers add value to our loyalty programme. Status rewards loyalty to the Lufthansa Group, co-issuing airline partners and Star Alliance airlines with status miles or

points (from 2024). Being part of an exclusive community makes the travel experience even more enjoyable. Special benefits include priority check-in and priority on waiting lists, lounge access, increased baggage allowance, exclusive service hotline and unlimited validity of award miles. From 2024, members will earn Points, Qualifying Points and HON Circle Points on flights, which can be used to achieve or maintain a status level. The number of points earned on flights depends on two criteria: the travel class and whether the flight is continental or intercontinental.

### **Sales & Retail provides access to exclusive offers**

Our Sales & Retail division, with the Worldshop as its central retail platform, is an essential part of the Miles & More GmbH service portfolio. After flight and upgrade awards as well as hotel and car rental offers, the Worldshop is the most widely used option to redeem award miles - either fully in miles or partly via Cash & Miles. This is possible in the nine stationary Worldshop stores with more than 870 square meters of sales area at the airports of Berlin-Brandenburg, Hamburg, Düsseldorf, Frankfurt, Munich and Vienna, or in the online shop worldshop.eu. The latter entices more than 5,800 attractive awards in the categories of luggage, electronics, accessories, sports, clothing, wine & gourmet, baby & children, skin care & cosmetics, home & household and vouchers & subscriptions. With selected products from more than 400 premium brands, there is something for everyone. Those who do not wish to store online or at the airport can browse through the Worldshop catalogs, which are conveniently sent to their homes several times a year, or shop during the in-flight sales on medium- and long-haul flights on Lufthansa and SWISS. Other online offers aside worldshop.eu include Miles & More Online Shopping, Hotels & Cars by Points, and the platform gift cards from cadooz.

Miles & More GmbH thus has many years of sales and retail know-how and is responsible for a whole range of measures and processes – always with a clear focus on customer centricity and the special shopping experience with new product highlights such as the Lufthansa Upcycling Collection or the further development of sales channels.

### **Finance portfolio as a special added value for members**

Another important area of business for Miles & More GmbH is the financial sector, in which Miles & More has a sound basis with more than 20 years of experience. This is demonstrated by the established and successful Miles & More credit card portfolio alone, with more than 1.3 million cards in Germany and 27 other countries. The opportunity to earn miles when paying makes our credit cards particularly popular. In addition, cardholders receive an online card account, comprehensive card security with Card Control and flexible payment options, as well as unlimited mileage validity and attractive additional modular services with some credit cards. Contactless payments are accepted at over 100 million locations. The portfolio is supplemented by partnerships with other financial companies, insurance companies and FinTechs.

### Sustainability as part of corporate strategy

Sustainable and responsible corporate action is an integral part of the Lufthansa Group's corporate strategy, which aims to achieve a net-zero carbon footprint by 2050. By 2030, the company aims to halve its net CO<sub>2</sub> emissions compared to 2019 through reduction and compensation measures. Since January 2020, "Customer & Corporate Responsibility" has been a separate department within the Group that focuses on environment, climate and society.

As part of the Lufthansa Group, we also want to increasingly fulfil our responsibility to enable and actively promote more sustainable actions - in cooperation with sales partners, members and employees. We are guided by Group-wide guidelines: CO<sub>2</sub> offsetting, waste reduction and prevention, and social engagement. Since 2020, it has been possible to offset the CO<sub>2</sub> emissions of an individual flight with just a few clicks via our Miles & More app. Using the "mindfulflyer" function, the CO<sub>2</sub> emissions are displayed and can be offset simply and directly through sustainable aviation fuel or projects of the climate protection foundation myclimate - either completely with miles or proportionately with euros.

Find out more at [miles-and-more.company](https://miles-and-more.company) or [miles-and-more.com](https://miles-and-more.com) / Updated: September 2023

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