

COMPANY PORTRAIT

Miles & More GmbH **Experts in Successful Customer Retention**

Miles & More is Europe's leading frequent flyer and awards programme. More than 25 years of experience and cooperations with 300 partner companies worldwide make the Miles & More GmbH, operator of the programme, an expert in successful customer communication and customer retention. The company started in Germany in 1993 with seven programme partners. Miles & More GmbH is headquartered in Frankfurt / Main and has been an independent, wholly-owned subsidiary of Deutsche Lufthansa AG since September 2014. Its managers are Sebastian Riedle and Harald Deprosse.

Miles & More members can earn and redeem miles with about 40 airline partners, including 28 members of the Star Alliance. Moreover, more than 270 non-aviation companies are part of the programme. These include partners from the following sectors: Hotels, Car Rental, Cruise, Banking & Insurance, Subscriptions & Books, Entertainment & Media as well as Shopping & Lifestyle. Miles & More is thus the only relevant professional programme platform for customer retention in the premium segment. Particularly in its core markets Germany, Austria and Switzerland, partner companies benefit from the access to a sophisticated target group, and use Miles & More award miles for customer retention.

Earning and redeeming miles

The loyalty programme is easy to use and continues to add new incentives for earning and redeeming award miles. Attractive award flights make up the heart of the frequent flyer and awards programme. Moreover, members enjoy additional premium offers and access to an exclusive world that extends from travel, to finance and shopping. They can access a broad selection of quality products, for example in the Lufthansa WorldShop, and use the Miles & More Credit Card as a secure means of payment. Offers from partners of the travel sector and Miles & More Online Shopping are particularly popular. Around 250 online shops offer enthusiastic shoppers at least one award mile for every euro in purchases. Members can convert the miles they have earned into cash-value vouchers for many brands or donate them to Lufthansa's help alliance for a good cause.

With the Miles & More app, members can conveniently access their mileage account at any time, define their personal award targets and have their digital service card ready to hand. Matching the actual location, members also receive offers from Miles & More partners via app (Local Specials).

With Mileage Pooling, members achieve their desired award even quicker. Up to two adults and up to five children can earn award miles together.

Lufthansa WorldShop: the top seller

Second only to flight and upgrade awards, the Lufthansa WorldShop is the most popular option for redeeming miles. The worldshop.eu and swiss-shop.com online shops entice members with more than 3,000 attractive awards in the categories Travel & Luggage, Home & Living, Lifestyle & Accessories, Sport & Wellness, Entertainment & Media as well as

Lufthansa & Aviation. There is something there for every taste, with selected products from more than 400 premium brands.

Miles & More GmbH operates nine WorldShop stores at the airports in Frankfurt, Munich, Berlin-Tegel, Hamburg and Dusseldorf with more than 700 square meters of retail space. If you do not want to shop online or in the airport, you can browse the WorldShop catalogues sent to the comfort of your home several times a year, or you can read it on Lufthansa continental flights.

The comfortable shopping experience is completed by services such as Airport Delivery at the Frankfurt and Munich airports and Preflight Shopping, the reservation of desired products from the WorldShop for the in-flight sales. To ensure that stylish accessories, selected cosmetics or quality electronic and media products are available at the in-flight sales above the clouds, Miles & More GmbH stocks more than 600 carts on Lufthansa and SWISS flights.

Fill your mileage accounts even faster with the Miles & More Credit Card

More than 1.4 million Miles & More Credit Cards are used by members of the programme in Germany and 24 additional countries, primarily in Europe, America and Asia. They earn award miles with every credit card purchase, holders of the Miles & More Gold Credit Card benefit furthermore from unlimited mileage validity. The proven Card Control security system ensures maximum transparency for Miles & More Credit Cards. By request, cardholders receive direct information about their purchases.

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