

## Miles & More GmbH

### Expert for successful customer retention

Miles & More is Europe's leading frequent flyer and awards programme. More than 25 years of experience and cooperation with over 300 partner companies worldwide make Miles & More GmbH, which operates the programme from its base in Frankfurt am Main, an expert in successful customer targeting and retention. The company was launched in Germany in 1993 with seven programme partners and has been an independent company since September 2014 as a 100% subsidiary of Deutsche Lufthansa AG. The managing directors of Miles & More GmbH are Sebastian Riedle and Dr. Oliver Schmitt. Miles & More has long been much more than a frequent flyer programme. The company has developed into a strong brand in a variety of areas - such as the award business and programme operations, status management, offers and services in sales & retail, and finance.

### Reward programme as a core business with a variety of features

The loyalty programme is easy to handle and continuously creates new incentives. Miles & More members can earn and redeem award miles with roughly 40 airline partners, including the 26 airlines in the Star Alliance. In addition, more than 270 non-airline partners are connected. This makes Miles & More one of the most relevant programme platforms for customer loyalty in the premium segment. Particularly in the core markets of Germany, Austria and Switzerland, partner companies benefit from access to a sophisticated target group and use Miles & More award miles for customer loyalty. Since the programme was launched, members have earned a total of over 1.6 trillion award miles. This is possible in many different areas of life - from flying to finance to shopping. Members benefit from attractive award offers and access to an exclusive world. Award miles can be easily earned and redeemed via the Miles & More website and app. 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. The most coveted award, in first place, is the flight award as the emotional centerpiece and unique selling point of the programme. When planning their trips, price-conscious members are happy about mileage bargains and early-booking offers such as the Early Bird flight award. Offers from travel partners and Miles & More Online Shopping are also popular. Over 400 online stores offer one award mile or more for every euro spent. Those who want to use miles for a good cause can donate them to the Lufthansa Group's help alliance.

### Partner offers along the entire travel chain and beyond

The numerous Miles & More partners beyond aviation include companies from a wide range of sectors such as hotels, travel, mobility, entertainment, shopping, finance and conversions. Above all, Sales & Retail is an essential part of the Miles & More business model and, as a central pillar in the service portfolio, accounts for about one third of the business. The focus is clearly on customer centricity and the special buying experience with new product highlights such as the Lufthansa Upcycling Collection and the further development of sales channels such as the Lufthansa WorldShop.

Miles & More GmbH has many years of retail experience and is responsible for a whole range of measures and processes. For example, the company operates stationary trade in nine Lufthansa WorldShop stores on more than 800 square meters of sales space at the airports in Berlin-Brandenburg, Hamburg, Düsseldorf, Frankfurt and Munich. After flight and upgrade awards, Lufthansa WorldShop is the most widely used option to redeem award miles. The online stores worldshop.eu and swiss-

shop.com entice customers with more than 3,000 attractive rewards in the categories of luggage, electronics, living, accessories, sports & wellness, children, wine, and Lufthansa & Aviation. With selected products from more than 400 premium brands, there is something for everyone. Those who do not wish to shop 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 from worldshop.eu include Miles & More Online Shopping, Hotels & Cars by Points, and the platform gift cards by cadooz.

### **Sustainability as part of corporate strategy**

Although dealing with the topic of sustainability as a frequent flyer programme is not entirely free of contradictions, responsible corporate action is firmly anchored in the corporate strategy of the entire Lufthansa Group. Since January 2020, "Customer & Corporate Responsibility" has been a separate department within the Group that focuses on environment, climate and society. Miles & More GmbH also wants to increasingly fulfill its social responsibility and become one of the most sustainable customer loyalty programmes in the long term. In addition, the company actively promotes and enables sustainable action - in cooperation with sales partners, members and employees.

For example, CO2-neutral flying has been possible for Miles & More members with just a few clicks in the app since 2020. The "mindfulflyer" function displays the CO2 emissions of each flight, which can be offset directly and easily with sustainable aviation fuel or projects of the myclimate climate protection foundation. Members can compensate with miles or proportionately with euros. This is possible for all flights of the Lufthansa Group, the Star Alliance and the joint venture partners for which a Miles & More ID has been used.

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

Another important area of business for Miles & More GmbH is the expansion of its financial portfolio. With over 20 years of experience in the financial sector, Miles & More is absolutely not a newcomer and can demonstrate a solid foundation. This is demonstrated by the established and successful Miles & More credit card portfolio alone, with more than 1.4 million cards in Germany and 27 other countries, used by 1.7 million members. Credit card holders benefit from a corresponding award miles credit for every payment transaction, and receive an online card account, comprehensive card security with Card Control and flexible payment options, as well as unlimited validity of miles. Contactless payment is also accepted at over 44 million locations. Attractive additional modular services are also offered in Germany through the collaboration with long-standing cooperation partner DKB. The portfolio is supplemented by partnerships with other financial companies, insurance companies and FinTechs.

Find out more at [www.miles-and-more.com](http://www.miles-and-more.com) / Updated: January 2021

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