

## FACTSHEET

### Miles & More GmbH – Experts in Successful Customer Retention Facts and Figures

<b>Headquarter:</b>	MAC Main Airport Center, Unterschweinstiege 8 60549 Frankfurt / Main
<b>Established:</b>	1 <sup>st</sup> January 1993 with seven partners in Germany
<b>Managing Directors:</b>	Sebastian Riedle, Harald Deprosse
<b>Shareholders:</b>	Deutsche Lufthansa AG Since September 2014, Miles & More GmbH has been a separate company and a 100% subsidiary of Deutsche Lufthansa AG.
<b>Purpose of business:</b>	To run and develop Miles & More, Europe's leading frequent flyer and awards programme and to establish it in other national markets. Management of the Lufthansa WorldShop and SWISS Shop online as well as the retail outlets of the same name at selected airports. Overall responsibility for in-flight sales for Lufthansa and SWISS.
<b>Websites:</b>	miles-and-more.com / worldshop.eu / swiss-shop.com / miles-and-more-kreditkarte.com
<b>Partner companies:</b>	More than 300 worldwide, thereof about 40 airline partners, including 28 members of the Star Alliance, as well as 270 companies from the following sectors: Hotels, Car Rental, Cruises, Banking & Insurance, Subscriptions & Books, Entertainment & Media as well as Shopping & Lifestyle.
<b>Lufthansa WorldShops</b>	Nine Lufthansa WorldShops at the airports of Frankfurt, Munich, Berlin-Tegel, Hamburg and Dusseldorf, with a total of more than 700 square metres of retail space. More than 3,000 specially selected products in the online stores worldshop.eu and swiss-shop.com.

As of: January 2019