

Miles & More GmbH: experts in successful customer loyalty

As part of the Lufthansa Group, Miles & More GmbH is guided by the vision **“We shape loyalty for generations to come”** and is setting the standard for customer loyalty in the travel and lifestyle sector. Under the management of Gerald Schlögl, this wholly owned subsidiary of Deutsche Lufthansa AG brings together over 30 years' experience in the loyalty sector and over 25 years' expertise in retail, business and finance. Whether on the ground or in the air, for business or leisure, **loyalty** is the central goal for customers, who are always at the heart of what we do. Miles & More GmbH relies on proven success factors: experience, the appeal of the mile and by inspiring people. Sustainable and responsible action is also an integral part of the corporate strategy, implemented together with sales partners, members and employees. As a flexible, customer-centric organisation, the company continuously adapts to new ways of working and market requirements based on three strong brands: **Miles & More** as a loyalty programme, **Worldshop** as a retail platform and **Miles & More GmbH** itself as an attractive employer.

Miles & More: Where special experiences and appreciation generate loyalty

Miles & More is the Lufthansa Group's loyalty programme, turning people into loyal customers who are increasingly young and international. Accordingly, the programme is targeting younger generations more and more with relevant offers, simple products, reliable services and digital touchpoints. With **more than 39 million members**, the programme offers access to an **exclusive world** comprising **170 international partnerships**, including 35 airline partners and 135 non-air partners.

The programme is directly linked to the **ten Lufthansa Group airlines**: Lufthansa, SWISS, Austrian Airlines, Brussels Airlines, Discover Airlines, Eurowings, ITA Airways, Lufthansa City, Air Dolomiti and Edelweiss Air. There are also **25 Star Alliance airlines**, including co-issuing **Miles & More airline partners** such as Croatia Airlines, LOT Polish Airlines, and Luxair, as well as partner **Frankfurt Airport**. The programme also offers partners from areas such as hotels, mobility, shopping, and finance, covering the entire travel chain and everyday life. This includes the highly successful **Miles & More credit card portfolio**, available in over 20 countries in partnership with banks, along with possible additional services. Further offerings include **Miles & More Online Shopping**, **'Hotels & Cars by Rocket by Agoda'** and **'Gift cards from cadooz'**.

At the heart of the programme are the two central pillars of the **award logic with miles** and the **status logic with points**. **Miles** can be earned on flights or in everyday life, for example when shopping or using a credit card, and can be redeemed for awards. The most popular options are award flights and upgrades. **Points** determine the status levels of Frequent Traveller, Senator and HON Circle Member.

Members earn points, qualifying points and HON Circle points on their flights, depending on their travel class and whether they are flying domestically or internationally. In return, members receive valuable privileges such as preferential treatment, special travel amenities or exclusive experiences. Since September 2025, points can also be earned through **Marriott Bonvoy**, our strategic partner.

Worldshop: A world where exclusive offers are part of everyday life

Miles & More GmbH runs the **online shop worldshop.eu**, as well as **six stores** located at Berlin, Frankfurt (two locations), Munich (two locations) and Vienna airports. Thanks to its many years of retail expertise, the company has developed efficient processes and structures for service providers, as well as in-depth knowledge of product groups and customer needs.

The Worldshop is one of the most popular redemption options, offering a selection of over **400 premium brands** and more than **4,500 items**, including luggage, electronics, children's products, homewares, accessories, sports and wellness products, wine and exclusive airline products.

Members can earn miles as well as redeem miles in full or in part with Cash & Miles. Those who would prefer not to browse online or shop at the airport can have the high-quality Worldshop catalogue delivered to their home twice a year.

Miles & More GmbH: attractive employer with diverse opportunities

The variety of areas and vibrant brand worlds make Miles & More GmbH an **appealing employer** offering many opportunities in an exciting professional environment. Despite being part of the Lufthansa Group, the company is characterised by an **agile and flexible working environment**, with personal exchange, diverse tasks and individual development opportunities at the forefront. Miles & More GmbH focuses on building long-term relationships, not only with members and partners, but also with its most valuable asset: its employees.

As of December 2025

Further information Miles & More GmbH: https://miles-and-more.company/ Miles & More: https://www.miles-and-more.com/de/en.html Worldshop: https://www.worldshop.eu/en/about-us/	Miles & More Press Office +49 69 719168-159 presse@miles-and-more.com www.miles-and-more.com/presse
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