

Miles & More GmbH - expert for successful customer loyalty

With over 30 years of experience in the loyalty sector and more than 25 years in the retail and financial environment, Miles & More GmbH is an absolute expert in personalised, successful customer targeting and retention. Gerald Schlögl is Managing Director of the wholly-owned subsidiary of Deutsche Lufthansa AG, based in Frankfurt am Main. The company is at home in the emotional world of flying and unique travel and everyday experiences and pursues the clear goal of shaping loyalty for generations to come. The driving force are the three strong brands that are localised within Miles & More GmbH: **Miles & More** as a loyalty programme, **Worldshop** as a retail platform and the **employer brand Miles & More GmbH** itself as an attractive employer. Sustainable and responsible behaviour is not only an integral part of the Lufthansa Group's corporate strategy, but is also increasingly made possible and actively promoted at Miles & More GmbH - together with sales partners, members and employees.

Miles & More: where special experiences and appreciation create loyalty

Miles & More is the loyalty programme of the Lufthansa Group and directly linked to the Group airlines (Austrian Airlines, Air Dolomiti, Brussels Airlines, Discover Airlines, Eurowings, Lufthansa and SWISS), the co-issuing Miles & More airline partners (Croatia Airlines, LOT Polish Airlines and Luxair) as well as Frankfurt Airport. In total, more than 36 million members have access to an exclusive world along the entire travel chain and in everyday life. This includes over 175 international partnerships with 40 airline partners, including the 26 Star Alliance airlines, as well as a wide range of companies from different sectors such as airports, hotels, travel, mobility, entertainment, shopping and finance. The programme offers numerous financial services, most notably the successful Miles & More credit card portfolio in cooperation with various banks in more than 20 countries, including possible additional services. The programme is rounded off by Miles & More Online Shopping and the 'Hotels & Cars by Points' and 'gift cards from cadooz' platforms.

At the heart of this **diverse world of programmes and offers**, with attractive benefits and exclusive travel privileges, is earning and redeeming miles and earning points. A clear distinction is made between the two types of counting: **miles** are earned revenue-based when booking flights or in everyday life, such as shopping, and can be redeemed for awards

Miles & More

or services. The most popular redemption option is the flight and upgrade award. **Points** are the currency for achieving different status levels and associated privileges. For this, customers earn Points, Qualifying Points and HON Circle Points when flying. The number of points earned on a flight depends on two criteria: the travel class and whether the flight is continental or intercontinental. The status rewards loyalty to the Lufthansa Group in particular.

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

Miles & More GmbH as operator of Worldshop is responsible for the **online shop worldshop.eu** and is represented with a total of **ten stores** at Frankfurt, Munich, Düsseldorf, Hamburg, Berlin and Vienna airports. With its many years of retail expertise, the company has an established process and service provider structure as well as in-depth knowledge of popular product groups and consumer needs.

With **over 400 premium brands** and more than 6,500 articles, there is something for everyone, both online and in-store. Members can choose products from a wide range of categories such as Luggage, Electronics, Home, Accessories, Sports & Wellness, Kids, Vinotheque and Lufthansa & Aviation and earn and redeem miles for them. In addition, Worldshop offers aviation fans lots of **limited editions and exclusive branded products from the airlines**, which are only available in Worldshop. After flight and upgrade awards and hotel and car rental offers, Worldshop is the most frequently used option to redeem awards - either in full with miles or pro-rata with Cash & Miles. Those who do not wish to browse online or at the airport can have the high-quality Worldshop catalogue sent to their homes several times a year. All passengers travelling on intercontinental or non-EU flights with Lufthansa, Austrian Airlines and SWISS can also choose from the exclusive in-flight shopping range - powered by Worldshop.

Miles & More GmbH as an employer: diverse perspectives

The diversity of the different areas and the colourful brand worlds make Miles & More GmbH an attractive employer in an exciting professional environment. Despite being part of the large parent company of the Lufthansa Group, the company is characterised by an agile and flexible working environment in which the focus is on personal exchange, diverse areas of responsibility and job profiles as well as numerous opportunities and possibilities for individual development. Miles & More GmbH focuses not only on long-term

Miles & More

relationships with members, customers and partners through responsible, transparent behaviour and appreciation. But also with its most valuable asset: its employees.

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| Further information Miles & More GmbH: https://miles-and-more.company/ Miles & More: https://www.miles-and-more.com/.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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