



# MUNICH AIRPORT, LUFTHANSA AND MILES & MORE FORM A UNIQUE PARTNERSHIP

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**Munich Airport and Lufthansa Airlines are launching a new partnership with Miles & More. This unique cooperation between an airport, an airline and a loyalty program offers travelers and visitors to Munich Airport an even more attractive shopping experience. From now on, participants can collect and redeem miles in many stores at the airport.**

**From July 1 - just in time to celebrate the 21st birthday of Terminal 2, which is jointly operated by Lufthansa and Munich Airport - passengers will receive 21x miles for two months after activating the program once. The three partners are also planning attractive miles promotions for the future.**

Dr. Jan-Henrik Andersson, Chief Commercial Officer of Munich Airport, commented: "We are focusing even more on the customer and creating an attractive offer that provides real added value," says Andersson. "We are taking a completely new commercial approach with the intensive cooperation between the three brands".

For Heiko Reitz, Chief Commercial Officer Lufthansa Airlines, the 21st birthday of Terminal 2 also means 21 years of cooperation with Munich Airport: "With the introduction of the Miles & More

loyalty program at Munich Airport, we are breaking new ground as part of the 'Next Level' cooperation in order to achieve the best for our guests."

Johann-Philipp Bruns, Managing Director of Miles & More stated: "We are very pleased to be the loyalty program of Munich Airport and to further intensify the travel experience of our passengers. With more than 30 years of experience in the loyalty sector and over 25 years in the retail business, we know the needs and demands of the target group and together we will improve the travel comfort of visitors to Munich Airport."

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