

COMPANY BACKGROUNDER

OVERVIEW

Asia Miles, Asia's leading travel and lifestyle rewards programme, was launched in February 1999 and has **more than 11 million members** and **over 800 programme partners** worldwide.

Asia Miles aims to deliver **Life Rewarded** and offers members extensive opportunities to earn Miles by spending daily from a wide range of travel and lifestyle categories including flights, hotels, dining, financial services, retail, technology brands and much more.

Asia Miles members can earn Miles when flying to more than 1,000 destinations worldwide. With **400 dining partners** to choose from, Asia Miles offers one of the largest ranges of lifestyle food & beverage options in Asia to earn Miles.

In addition to Flight Awards from our **26 airline partners**, Asia Miles members can also redeem Miles and enjoy fabulous awards such as hotel stays at 60,000 hotels, car rental services in 20 countries and over 35,000 **lifestyle and experience** awards.

Asia Miles is open to anyone aged 2 or above and is **free to join**.

Asia Miles Limited is a wholly owned subsidiary of Cathay Pacific Airways Limited, which gives members a variety of benefits that complement the privileges offered by Marco Polo Club, the loyalty programme of Cathay Pacific and Cathay Dragon. Upon joining, Marco Polo Club members are automatically enrolled as members of Asia Miles to enjoy the best of both worlds.

KEY PROGRAMME FEATURES

Asia Miles offers members life-rewarding experiences through an extensive range of delightful earn-and-redeem choices. Members do not have to be a frequent flyer to earn Miles – there are numerous ways to earn and redeem.

Earn Miles more easily

- Our **airline partners** featuring world-class brands, covering more than 1,000 destinations worldwide.
- With over **150 hotel partners**, including some of world-class brands in hospitality such as Hilton, Marriott International, Rosewood Hotels & Resorts and Swire Hotels.
- Asia Miles is also partnering with leading online travel agents such as Agoda.com, Expedia.com.hk, Hotels.com and Booking.com, makes members easier to stay and earn miles from partnered platforms.
- Asia Miles has more than **50 finance and insurance partners**. The [Standard Chartered Asia Miles MasterCard](#) - launched in March 2016 - is the first Asia Miles co-branded credit card issued in Hong Kong which enables members to earn Miles directly, through using Standard Chartered banking services and everyday purchases with contactless payment methods. Members based in other key markets, such as Mainland China, Taiwan and Macau, can also earn Miles directly with [China CITIC Asia Miles Cobranded Cards](#), [Cathay United Bank Asia Miles Co-branded Card](#) and [BNU Asia Miles Visa Card](#) respectively.
- Members can easily transfer reward points from their credit or charge cards to Asia Miles with companies including American Express, Citibank, DBS, and HSBC.
- By spending at any Asia Miles partners and settling the transaction with either a co-branded credit card or credit card issued by one of Asia Miles' finance partners, members can enjoy "Pay Once Earn Twice" - to earn Miles from both partner and credit cards spending in just one transaction.

- With **400 dining partners** in over 20 major cities, including Shanghai, Singapore, Taipei, etc. There are over 200 restaurants in Hong Kong, Asia Miles members can earn 1 Asia Mile for every HK\$2 of spending, and 1 Asia Mile for every HK\$1 of spending on every Monday.
- Asia Miles encourages members to live healthier and more-fulfilling lives. Several of our partners focus on wellness, providing services that help people to nurture their minds and nourish their bodies, while others focus on taking care of life events and different life stages, from arranging weddings to storing your most treasured possessions.
- Through Asia Miles website, members can also shop online at over **1,000 online shopping merchants** to earn Miles. Products range from fashion brands, electronics and accessories, including Apple Online Store, ASOS, Gmarket, StrawberryNET, Topshop UK to a host of other well-known high street and online brands.

Fabulous and extensive awards for redemption!

- Members can redeem **Flight Awards** with 26 airline partners in various classes, one-class upgrade awards, companion ticket awards, mixed-carrier awards, plus many other options. Award tickets on Cathay Pacific, Cathay Dragon, Alaska Airlines, British Airways, Finnair, Iberia Airlines, Japan Airlines, Qantas, Qatar Airways, Royal Jordanian Airlines and SriLankan Airlines can be redeemed online with instant confirmation.
- Asia Miles features more than **60,000 hotels**, a wide range of **car rental in 20 countries** and over **35,000 lifestyle and experience awards**.
- **Unique redemption experiences** such as the following have also been on offer:
 - Popular concerts and world-class stage performances
 - Experiential rewards such as the chic “Hong Kong Wine & Dine Festival”
 - Social goods from charity organisations and social enterprises

CORPORATE SOCIAL RESPONSIBILITY

As a corporate socially responsible organisation, Asia Miles offers both members and staff participation in various charitable events.

Asia Miles serves as a platform to connect its members with charity partners. Members are encouraged to donate Miles to various partners, including C.A.R.E. Society, ORBIS, Oxfam Hong Kong, Hong Kong Red Cross and UNICEF through “Asia Miles for Charity”. Alternatively, members can choose to donate to fund carbon-reducing projects via the Cathay Dragon and Cathay Pacific FLY greener programme. Asia Miles has also been a long-standing sponsor of major charity sports events including OXFAM Trailwalker and the UNICEF Charity Run.

Members can also support the charities and local enterprises by redeeming Miles for social goods such as “Children in Crisis” Emergency Packages from UNICEF HK and Oxfam HK Packages for the poverty alleviation and emergency relief works in Africa and Asia.

Asia Miles has been awarded the Caring Company status by the Hong Kong Council of Social Services since 2009 in recognition of its commitment and contribution to corporate social responsibility.

More about Asia Miles:

- Website – asiamiles.com
- Facebook – facebook.com/asiamiles
- Instagram – instagram.com/asiamiles/
- Sina Weibo – weibo.com/asiamileslimited
- Twitter – twitter.com/AsiaMiles
- LinkedIn – linkedin.com/company/asia-miles/