

New strategic partnership between Brussels Airlines, Beobank and Mastercard

The parties will launch a new cobranded card with loyalty program in 2025

Brussels, September 19th 2024 - Brussels Airlines, the Belgian national airline, and Miles & More, the loyalty program of Lufthansa Group, announce a strategic partnership with Beobank and Mastercard. This new partnership consists in the launch of a cobranded card with loyalty program.

In the future, the cobranded card will be issued by Beobank with Mastercard as the network partner. Both companies participated successfully in a tendering process. This new partnership consists in the launch of a cobranded card with loyalty program offering customers a large range of home or travel related benefits, including attractive miles earn rates, on top of the usual credit card benefits.

The product release is planned in the second quarter of 2025.

"We are looking forward to working with Beobank and Mastercard to offer our customers even better and more innovative services through a new cobranded card loyalty program. We are convinced that the combined strengths of our companies will bring great value to our guests and awake their interest in the proposed solution."

- **Dorothea von Boxberg**, CEO, Brussels Airlines

"As a rapidly growing Belgian retail bank that is also a market leader in the issuance of credit cards, we are constantly looking for new opportunities as to meet our customers' wishes better. We are therefore delighted to partner with Brussels Airlines, the leading Belgian brand of the aviation industry, and Miles & More. We already work for several successful years with Mastercard who has also built up strong expertise in cobranded airline programs, so it was an obvious step for us to join forces in this new project."

- **Guy Schellinck**, CEO, Beobank

"Mastercard is thrilled to join forces with Brussels Airlines, Miles & More and our trusted partner Beobank to launch a card tailored to the needs of Belgian travelers. The aim is to introduce a card that seamlessly integrates into everyday life, offering both local and international utility through Mastercard's extensive global acceptance network. Cardholders will enjoy not only secure and convenient payment options but also exclusive Priceless experiences and a broad range of travel and lifestyle benefits, whether at home or abroad."

- **Henri Dewaerheijd**, Country Manager, Mastercard Belgium and Luxembourg

Customers benefit from attractive offers and services

Within the frequent flyer population, there are different profiles of travelers, ranging from those who take a flight every week to those who travel occasionally, whether for business or for pleasure. In the product offer, all partners have therefore chosen to reflect the diversity of traveler profiles through different cards and benefits in order to cover the entire Belgian market.

The common goal of this partnership is to bring added value to the customers with a flexible payment solution that has a large acceptance amongst merchants at home and abroad and with an interesting loyalty program earn rate. So for every euro spent with the card, users will receive miles, which comes on top of the usual credit card (linked to a credit opening) advantages and a vast range of insurances and travel advantages.

About Brussels Airlines

Brussels Airlines is the home carrier of Belgium and one of the four network airlines of the Lufthansa Group. It connects the European capital from Brussels Airport with over 90 destinations, 18 of which are in Sub Saharan Africa. The company employs more than 3,400 people and operates 44 aircraft. As an ambassador of its country, Brussels Airlines brings the world to Belgium and the best of Belgium to the world, among others through collaborations with Belgian Star Chefs, Belgian culinary products and the Belgian Icons, specially painted aircraft that honor a Belgian iconic person, team or event to promote Belgian culture worldwide.

More information on brusselsairlines.com

About Beobank

Beobank NV/SA is a Belgian bank that serves its 765,000 customers daily through its products and services for individuals, self-employed individuals, and SMEs, as well as its network of 200 branches (Retail agencies and PRO Centers). Its 1,454 employees aim to simplify the lives of its customers with personalized solutions. In doing so, they build a sustainable relationship with their customers to provide optimal support at every stage of life. Beobank is a subsidiary of the Crédit Mutuel Group (figures as of 31/12/2023). More information on beobank.be

About Mastercard

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all. More information on www.mastercard.be/fr-be.html | www.mastercard.be/nl-be.html

About Miles & More

As a strong brand and loyalty program of the Lufthansa Group, Miles & More offers more than 36 million members access to an exclusive world with over 175 international partners along the entire travel chain and in everyday life. The core of this diverse world of programs and offers with attractive benefits and exclusive travel privileges is earning and redeeming miles for awards and earning points to achieve frequent flyer status.

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 personal and successful customer targeting and retention. As the loyalty program of the Lufthansa Group, Miles & More offers more than 36 million members access to an exclusive world with more than 175 international partners along the entire travel chain and in everyday life - whether in the rewards business, as status members or in the retail and financial environment.

The financial sector is one of Miles & More GmbH's central business areas. With its many years of experience in this sector, the company has in-depth knowledge of financial products and high-quality partnerships. For example, the popular Miles & More Credit Card portfolio has been continuously developed in line with customer requirements and is one of the most successful co-brand credit card portfolios in Europe. The Miles & More Credit Card is available in more than 20 countries in cooperation



with various banks. They are particularly popular because of the opportunity to earn miles when making payments.

More information on miles-and-more.com