Members come from 180+ countries Top 5 countries



3.2 million UK



2.3 million USA



1.9 million Australia



1.8 million India





Elite membership base

432,314 members (25,000 Tier Miles)



Silver

189,924 members (50,000 Tier Miles)

2018



15,657 members (150,000 Tier Miles)



Since launch

2016



1.6 million tickets booked using Cash+Miles by 838,421 members



fly**duba**i·

800,000 accrual and redemptions by 248,482 members



The Dubai Mall 1.1 million transactions by 73,000 members



+202% Growth Buy, gift, transfer, extend, reinstate or multiply Miles



787,000 engagements with My Family by 443,251 members

2019



Miles redeemed Apr 2018 - Mar 2019



Dubai Duty Free

170 transactions per day 1.2 billion Miles redeemed by members from 185 countries



77 million for 10,344 sports and events tickets by 6,431 members



490,000 upgrades



555,000 Cash+Miles transactions



143,000 reward tickets

Transaction growth 2016-19



Earn +50%



Burn **+150%**

Earn and Burn partners



157 partners including



19 lifestyle



8 mobility



/ points exchange



1Z financia co-brands



100 hotel brands



Fly to **2,000+** destinations with **15** airline partners

Industry firsts



Exclusive
Platinum privileges
(personalised spend-base
targets to unlock
new benefits)



The Dubai Mall (earn Miles on every transaction in all outlets in a mall)



In-path offers (personalised offers while searching flights and fares online)

Skywards Centre at DXB



6,000
member interactions
on average
every month

3 apps in 3 years

o ____



Emirates App



Emirates Skywards Go (dining & leisure offers in 160 destinations)



Emirates Skywards Cabforce (available in 890 cities)