

EVA AIR LAUNCHES ONLINE MILEAGE MALL SHOPPING SITE *The airline's frequent flyer programme members can now shop and earn miles*



14 December 2021 – EVA Air, Taiwan's leading independent airline, has unveiled the EVA Mileage Mall, a new online shopping site. The enticing site is powered by [Collinson Valuedynamx](#) and [Points.com.Inc](#), world-renowned developers for member loyalty programmes. EVA Air is the first airline in Taiwan to give its frequent flyer programme members opportunities to easily earn more miles by simply shopping on its site. Travellers can explore the new shopping site at <https://mall.brmile.com> and learn more about EVA's routes or book and buy tickets at www.evaair.com.

“EVA is committed to offering our members a more diversified loyalty programme that is relevant and useful in daily life,” said EVA President Clay Sun. *“Our EVA Mileage Mall gives valued members ready access to goods and products they want and enables us to enhance the overall value of our Infinity MileageLands programme.”*

EVA Mileage Mall includes more than 2,900 curated brands from around the world. Editions are specifically designed for 12 different regions, including Taiwan, United Kingdom, the United States, Canada, China, Hong Kong, Japan, South Korea, Thailand, Singapore, France and Italy. Loyalty programme members can choose the region where they want to shop and have purchases delivered. The EVA Mileage Mall offers a wide selection of popular merchandise, from electronics, entertainment and leisure products to daily necessities, fitness equipment and skincare products, fashion apparel, luxury products and much more. All Infinity MileageLands members can shop for items they want and earn extra miles whenever and wherever they like. Rewards will vary based on brand selected, sales and special offers tailored to local holidays.

EVA looks for opportunities to collaborate with international companies that have expertise in building and powering e-commerce platforms and capabilities to add value to its membership programmes by introducing more functions. This strategy elevates EVA's relationship with its members, advances new



sources of customers and further strengthens their loyalty, establishing a springboard for quickly ramping up airline services in a post-pandemic market.

While COVID-19 continues to compress air travel demand and shrink opportunities for passengers to earn rewards, the brand-new EVA Mileage Mall enables them to accumulate miles quickly and easily, so that they cannot only redeem them for air tickets and service upgrades but also use them to buy EVA duty-free products. Infinity MileageLands members can enjoy all of the rewards and benefits provided by their credit card bank and earn extra miles when they shop for their favourite brands in the new EVA Mileage Mall.

Travellers can learn more about EVA and book travel at www.evaair.com

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About EVA Air:

[EVA Air](#) is a Star Alliance member and is one of 11 [SKYTRAX-rated](#) 5-Star airlines worldwide. It also ranked 7th among the SKYTRAX World's Top 10 Airlines and secured additional spots in SKYTRAX's top 10 for Best Economy Class Onboard Catering, Best Business Class Airlines, World's Best Airline Cabin Cleanliness, World's Best Airport Services and more. [TripAdvisor](#) recognised it among the "Top 10 Airlines – World" and awarded it top spots in four more categories in its [Travelers' Choice Awards for Airlines](#) while [Travel + Leisure](#) readers ranked it in the [Top-10 International Airlines](#). It won a spot in [Condé Nast Traveler's](#) prestigious [2021 Readers' Choice Awards](#) for the [Top 10 Airlines in the World](#) and also earned a place in [AirlineRatings.com's](#) "[Best of the Best](#)" World's Best Airlines 2021 after similarly high ratings for safety and COVID compliance in January. The carrier was established in 1989 as Taiwan's first privately owned international airline. It is part of the respected Evergreen Group and a sister company to global container-shiping leader Evergreen Line. It flies a fleet of more than 80 Boeing and Airbus aircraft to over 60 international destinations throughout Asia, Oceania, Europe and North America where gateways are Chicago, Houston, Los Angeles, New York, San Francisco, Seattle, Toronto and Vancouver. Travellers can learn more about EVA destinations and schedules or book and buy tickets at www.evaair.com.

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