

# The Shilla Duty Free revamps global membership service

## S.Rewards

### THE SHILLA DUTY FREE MEMBERSHIP GLOBAL UPGRADE

Save and use points globally,  
and receive 300,000P!



The Shilla Duty Free has changed its global membership service to one with a unified global point system, in a bid to maximize synergies between online and offline platforms, as well as its Korea and international stores

Shilla Duty Free has revamped its global membership service and expanded it to its Singapore and Hong Kong airport stores.

The retailer said that this move was meant to maximize synergies between its online and offline platforms, as well as Korea and International branches. Previously, this new membership service was only available in Korea branches. With the revamp, the service has been expanded to Shilla's Singapore Changi International Airport and Hong Kong International Airport stores.

A spokesperson from The Shilla Duty Free said: "Positioning its reputation as a global duty-free retailer, The Shilla Duty Free has extended its membership system for the benefit of its global customers. We plan on expanding our member benefits even further to additional stores worldwide."

The new service, called S. Rewards is global unified point system where customers can earn reward points of up to 0.5% of the total purchase amounts, depending on the specific product categories. Customers can redeem their points when shopping at the stores.

Another aspect of the revamp of the introduction of five levels of memberships – bronze, silver, gold, black and black prestige. Shilla said the discount rates for each level remains the same as before.

Previously, the membership level was determined by the total purchase amounts but now the earned reward points are the determining factor. Existing members' memberships are adjusted to their new levels once their total purchase amounts are converted to reward points. No previous membership level will be downgraded with this change.

#### The Shilla Duty Free promotional events

To kick-off the new membership system, The Shilla Duty Free is organizing various promotional events. From now till 30 April, 100 lucky customers will win 300,000 reward points when they agree to the terms and conditions of "Provision of Personal Information to Third Parties and Overseas Transfer".

Additionally, customers can receive 10,000 reward points when they spend at least \$10 at The Shilla Duty Free's Seoul, Incheon and online stores and complete their event stamps by 31 May. If a minimum of \$10 is spent at the aforementioned stores and the event stamps are completed by 26 March 2020, a total of 20,000 reward points will be awarded.