



FOR IMMEDIATE RELEASE

DFS CIRCLE: AN ALL-NEW GLOBAL LUXURY LOYALTY PROGRAM CENTERED AROUND YOU

INVITING CUSTOMERS TO DISCOVER THE WORLD OF LUXURY, EARN MORE REWARDS, AND JOIN A COMMUNITY RICH IN ENCOUNTERS & EXPERIENCES, ALL AT THEIR FINGERTIPS



MAY 12, 2023, GLOBAL – DFS Group, the world’s leading luxury travel retailer, is excited to introduce **DFS CIRCLE**, an all-new global loyalty program replacing the previous LOYAL T by DFS program. “Centered Around You”, DFS CIRCLE is the perfect way to indulge in the world of luxury, earn more rewards, and join a community that is rich in encounters and experiences, all at your fingertips.

DFS CIRCLE offers a personal journey of exploration, discovery and indulgence. Members can explore a world of rewards and curated experiences while staying connected at every step through the [DFS CIRCLE mobile app](#) or WeChat Mini Program. The new program rewards customers faster, with more benefits, in over 20 destinations worldwide. DFS CIRCLE is more than just a loyalty program: it is a community where DFS and like-minded members bond over shared values and a passion for personal indulgence.

“Our elevated services and seamless points currency cater to your every need,”

-Long Chiu, Executive Vice President Digital Ventures and Marketing.



"Experience a new era of exclusive rewards and global luxury with DFS CIRCLE. With access to over 750 of the world's most coveted luxury brands, customers can indulge in a journey of exploration like never before. From in-store perks to airport lounge access, our elevated services and seamless points currency cater to your every need. Get inspired by the endless earning and redemption opportunities, and join us in discovering a world without limits - with DFS CIRCLE, the possibilities are endless." - Long Chiu, Executive Vice President Digital Ventures and Marketing.

INTRODUCING DFS CIRCLE – A BRAND NEW LOYALTY PROGRAM EXPERIENCE

Earn More and Fast Track Your Status:



DFS CIRCLE introduces **four public tiers** (Silver, Gold, Platinum, and Diamond) and one exclusive, by-invitation tier (Ambassador). Members can earn more and fast-track their status, with Silver tier members earning twice as many points and enjoying exciting rewards like welcome and birthday bonuses. DFS CIRCLE members can now level up faster, moving through the membership tiers and earning up to 4x points on all eligible spending. ^

One Global Program Wherever You Go:

Active (3)



Rewards

Airport lounge pass (single access)

Valid from February 3, 2022 to March 9, 2023
7 days left



Coupon

Receive a selected fragrance sample in-store

Valid from February 3, 2022 to March 9, 2023
7 days left

DFS CIRCLE is a **global program that offers an array of exclusive privileges, rewards, and benefits available in over 20 destinations worldwide**, from airport lounge passes to a luxury 24/7 global travel concierge to assist with transport, dining, and entertainment both at home and abroad. With access to over 750 of the world's most coveted luxury brands, customers can indulge in a journey of exploration like never before.

Luxury Concierge at Your Fingertips:



The all-new **DFS CIRCLE app allows DFS to interact with members better** by providing targeted offers and rewards tailored to their needs and preferences. The app acts as a guide to the world of luxury, where discoveries of exclusive member offers, privileges, and inspiration await.

AN ELEVATED DFS EXPERIENCE

The launch of DFS CIRCLE is also the **first time customers are introduced to DFS' new and official Chinese name "迪斐世" (dí fěi shì)**, which conveys DFS' unique positioning as a global luxury travel retailer. The DFS CIRCLE logo represents the idea of opening up to new possibilities, offering the key to DFS customers and inviting them to unlock a world of rewards with this new loyalty program.

Discover DFS CIRCLE today on DFS.com, or via the DFS CIRCLE app (available in the App Store and Google Play Store) or WeChat Mini Program, and unlock a world of rewards. Existing members are enrolled in DFS CIRCLE automatically. Upon signing in or signing up via the DFS CIRCLE app or WeChat Mini Program, new and existing members can receive a complimentary DFS CIRCLE reusable screen wipe.



To celebrate the launch of DFS CIRCLE, members in Macau can receive a crossbody phone strap upon spending MOP\$2,000*, while new members in Hong Kong can redeem a HK\$150 beauty coupon upon spending HK\$5,000* on fashion, watches, and jewelry items. In July, members can enter the worldwide DFS CIRCLE Lucky Draw for the chance to win 1 million reward points (equivalent to US\$10,000 shopping credit). Stay tuned for more updates on DFS.com and in stores. Experience a new era of exclusive rewards and global luxury with DFS CIRCLE.

*Terms & conditions apply.

^Privileges and rewards vary by membership tier and store location. Please refer to the full Rewards & Benefits tables on [DFS.com](https://www.dfs.com) for more details.

Download high resolution images [here](#).

FOR FURTHER INFORMATION, PLEASE CONTACT:

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About DFS Group

DFS Group is the world's leading luxury travel retailer. Established in Hong Kong in 1960, DFS Group continues to be a pioneer in global luxury travel retail, offering its customers a carefully curated selection of exceptional products from over 750 of the most desired brands. Its network consists of 56 duty free stores located in 14 major global airports and 24 downtown Galleria locations on four continents, as well as affiliate and resort locations. The Group is privately held and majority owned by the world's largest luxury conglomerate, Moët Hennessy Louis Vuitton (LVMH), alongside DFS co-founder and shareholder Robert Miller. DFS Group employs more than 5,000 people focused on creating inspiring omnichannel retail experiences for its customers and is headquartered in Hong Kong with offices in Australia, Cambodia, China, France, Indonesia, Italy, Japan, Macau, New Zealand, Singapore, United Arab Emirates, United States of America and Vietnam.

For more information, please visit www.dfs.com.



About T Galleria by DFS

T Galleria by DFS is the ultimate evolution of the original travel retail concept pioneered by DFS Group. The first downtown store opened in 1968 in Hong Kong, followed shortly thereafter by Honolulu and eventually expanding to 24 locations all over the world. Today, T Galleria by DFS has a presence in the United States of America, as well as across Asia, Europe, Oceania and the South Pacific regions. Linked to the notion of travel through the use of T for the Traveler, the brand stands for what customers have come to expect: an expertly curated assortment of the world's preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to their specific needs as travelers. T Galleria by DFS enables travelers to realize their individual style, one journey at a time.