



PRESS RELEASE

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Lufthansa celebrates 35th anniversary in Korea and offers various promotions throughout 2019

- In celebration of the 35th anniversary in Korea special offers are available between 5th and 25th March**
- Bookers of flights on the route from Seoul to Frankfurt will participate in a lucky draw and get a chance to win a 'Frankfurt Card' that offers a variety of benefits to explore the city**
- Kakao Plus Friend channel to be introduced further benefiting Korean customers**

Lufthansa German Airlines, the first 5-star airline in Europe, celebrates its presence of 35 years in Korea. It will offer various promotions throughout 2019 to celebrate the anniversary of its service in Korea.

"We are very proud to celebrate the 35th anniversary in Korea. This is meaningful for us and it's the result of Lufthansa's continuous efforts. We will strive to become even better and say thanks to our valued customers for their support during all these years", said Alejandro Arias, Lufthansa Korea's General Manager Sales, Lufthansa Group Airlines. He also added, "As appreciation and celebration we will provide various offers and promotion throughout the year."

A number of special offers are available between 5 March and 25 March. That includes special fares across Economy, Premium Economy and Business Class to popular cities in Europe on connecting flights from the Seoul-Frankfurt and Seoul-Munich route. The anniversary specials are bookable on lufthansa.com.

On top of the special offers, a one-day ticket 'Frankfurt Card' will be provided to 350 lucky winners, drawn among online purchasers of trips including bookings of a Seoul-Frankfurt flight. The 'Frankfurt Card' comes with a variety of benefits to travel within Frankfurt and adds to an even more delightful journey.

In view of creating more exciting benefits for the Korean customers, Lufthansa has recently launched the Kakao Plus Friend channel. It will make access to Lufthansa's promotions and the actual booking process easier and give local customers an improved digital service experience.

As a launch promotion of the opening of a brand account on Kakao Plus Friend a number of freebies will be made available through a lucky draw, eg: Premium Economy Class return tickets to destinations within Europe, Rimowa suitcase, Lufthansa City Collection eco-bag, etc.

Lufthansa Airlines has been continuously operating direct flights between Seoul and Frankfurt since its inception 35 years ago on 1 November 1984. During summer schedule 2019 the airline is operating the route seven times a week. As one of the largest airports in Europe, Frankfurt Airport offers a variety of facilities well-known to Korean travelers as a destination for both transit and travel.

About Lufthansa Airlines

The Lufthansa Group is an aviation company with operations worldwide. In the financial year 2017, the Lufthansa Group generated revenue of EUR 35.6bn and employed an average of 128,856 staff. The structure of the business segments was adjusted in line with the three-pillar concept behind the corporate strategy at the beginning of the financial year. Since then, the Lufthansa Group has been organised into the business segments Network Airlines, Point-to-Point Airlines, Aviation Services (comprising the segments Logistics, MRO and Catering), and Additional Businesses and Group Functions.

More information on lufthansa.com

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