

Press Release

A Swiss first: Cornèr Bank rewards investments with miles

Lugano, 06 October 2026 – Innovation in the Swiss financial sector: with Cornèrtrader Miles & More, Cornèr Bank Ltd is launching a new offer that rewards investments with miles for the first time ever.

With Cornèrtrader Miles & More, Cornèr Bank Ltd is launching a new offer that, for the first time in Switzerland, directly connects investing with collecting miles. Clients are awarded miles for each investment in stocks, ETFs and single-stock CFDs as well as on a quarterly basis according to the average value of their invested portfolio. This is possible thanks to the partnership between Cornèr Bank and Miles & More, which has been going strong for 25 years; in 2001, Cornèrcard became the first Swiss bank to issue a Miles & More credit card.

Investing becomes part of frequent flyer scheme

Previously, Miles & More participants in Switzerland collected miles primarily by making card payments, as well as by taking flights, staying in hotels and renting cars with partner companies. With Cornèrtrader Miles & More, this approach is being expanded to include investing, enabling clients to make their investments pay directly into their miles account: each investment in stocks, ETFs and single-stock CFDs made via the Cornèrtrader platform is rewarded with miles. In addition, clients automatically collect additional miles based on their average invested portfolio value, even if they are not actively investing at the time.

“We are proud to be the first Swiss bank to offer our clients the option of using their investments to collect miles”, reports Marianna Vassallo, Director of Cornèrtrader. “This innovation is the logical continuation of our long-standing partnership with Miles & More and underscores Cornèr Bank’s status as an innovator within the Swiss financial sector. At the same time, we remain steadfast in our core principles: personalised support and direct contact with our clients.”

“With Cornèrtrader Miles & More, we are giving our participants in Switzerland a new and attractive opportunity to collect miles based on financial investments, thereby expanding on our long-standing partnership with Cornèr Bank”, says Gerald Schlögl, Managing Director of Miles & More GmbH. “This partnership goes to show how our loyalty programme is evolving beyond traditional travel and payment activities.”

Overview of the offer

Cornèrtrader Miles & More clients receive:

- Personalised support by Cornèrtrader relationship managers
- Miles & More miles for each investment in stocks, ETFs and single-stock CFDs
- Miles based on the average value of their invested portfolio, credited automatically each quarter
- Unlimited access to the Cornèrtrader platform (desktop and app) with 40,000 financial instruments
- Welcome miles for Cornèrcard Miles & More credit card holders who open a new account
- Free access to the iCornèr App with bank account for day-to-day use, debit card, investment products and financial research

More information about Miles & More: cornertrader.ch/miles

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About Cornèr Group

Founded in Lugano in 1952, the Cornèr Group is an independent Swiss private bank group operating as a full-service bank. Lugano is Switzerland's third-largest banking center, after Zurich and Geneva. Active across the whole range of traditional banking services, the Cornèr Group specializes in the private banking sector, as well as in the areas of lending, Visa, Mastercard and Diners Club payment cards (Cornèrcard) and online trading (Cornèrtrader) - the core businesses on which the growth of the Cornèr Group is based. The Cornèr Group comprises the Lugano-based parent bank Cornèr Bank Ltd., the branches in Chiasso, Geneva, Locarno, Zurich and Guernsey as well as the affiliates Cornèr Bank (Overseas) Limited, Cornèr Europe AG, Finpromotion SA and Allegra Vermögensverwaltungs AG. Information at cornergroup.ch.

About Miles & More GmbH

With more than 30 years of experience in the loyalty sector and over 25 years in retail and financial services, **Miles & More GmbH** is a leading expert in personalized and successful customer engagement and retention. Gerald Schlögl serves as Managing Director of the Frankfurt-based company, which is a wholly owned subsidiary of Deutsche Lufthansa AG.

As the loyalty programme of the Lufthansa Group, **Miles & More** gives more than 39 million members access to an exclusive world offered by over 170 international partners across the entire travel chain and everyday life. At the core of this diverse programme and benefits ecosystem are, on the one hand, the award logic, allowing members to earn and redeem miles for rewards, and, on the other hand, the status logic, enabling members to collect Points to achieve frequent flyer status. In addition, the programme offers a wide range of financial services products, most notably the successful Miles & More credit card portfolio, operated in cooperation with various banking partners in more than 20 countries. Further offerings include Miles & More Online Shopping, "Hotels & Cars by Rocket by Agoda", and "Gift Cards by cadooz". Through **Worldshop**, Miles & More GmbH operates the online store worldshop.eu featuring more than 400 premium brands and over 4,500 products, and is represented by six Worldshop stores located at the airports of Berlin, Frankfurt (2), Munich (2), and Vienna.

Further Information

- Miles & More GmbH: <https://miles-and-more.company>
- Miles & More: <https://www.miles-and-more.com>
- Worldshop: <https://www.worldshop.eu>
- LinkedIn: <https://www.linkedin.com/company/miles-and-more-company>