

MYER one expands with faster rewards, more ways to earn and increased value for customers

Myer today announced the biggest expansion of the MYER one loyalty program giving members faster rewards, more ways to earn and additional benefits including complimentary beauty treatments and curated gifts.

Today's relaunch of the expanded MYER one marks the most significant upgrade to the program since it was introduced more than two decades ago.

"MYER one continues to grow with 4.7 million active members who will now be able to earn and redeem faster, unlock tiers sooner and enjoy exclusive benefits," said Myer Group Executive Chair Olivia Wirth.

"This is about rewarding members in real time giving them more reasons to choose Myer again and again, helping strengthen the connection with our most loyal customers and creating a wider loyalty ecosystem."

Myer one customers can earn two points for every \$1 spent when shopping online or at Myer department stores and Just Jeans, Jay Jays, Portmans, Dotti, Jacqui E, sass & bide, Marcs, and David Lawrence.

The relaunch was announced in May this year and today's expansion of the program gives MYER one members the opportunity to:

Earn MYER One points faster

- Receive rewards quicker with members able to use their \$10 reward 24 hours after earning credits rather at the end of each quarter;
- From November, earn at least one point for every dollar spent* at Dan Murphy's, Door Dash, Pet Barn, MyCar and Lvlly by linking their Visa or Mastercard via the Myer one app; and
- Earn MYER one points and brand partner points at the same time on participating products.

Faster recognition for members

- Status thresholds have been re-tiered to allow more members to experience the benefits of Silver and Gold status and make tier progression more achievable.

More experiences:

- Complimentary MY Edition Beauty Boxes featuring curated gifts from leading Australian and international brands will be available for Silver, Gold and Platinum members throughout the year;
- Complimentary beauty treatments such as facials and make up services available for Silver, Gold and Platinum members; and
- Expanded money can't buy experiences including store and early release events and VIP shopping.

More choice for members:

- Silver, Gold and Platinum members have access to MY Reward days to earn extra points on purchases made on the day of their choice;
- More personalised offers and boosters delivered through the updated MYER one shoppable app;

- Ability to bank rewards for significant occasions, including Christmas and family birthdays;
- Choose to use points plus pay from CommBank, Virgin Australia's Velocity Frequent Flyer program and Amex, earning MYER One points on every purchase; and
- Members will be able to soon be able to pool MYER one points and benefits with up to four other members.

Ms Wirth said the Group would continue to invest in strengthening the MYER one program to include more benefits and new partners, giving members more way to earn to and redeem.

"More than 825,000 people joined the program last financial year with over 50 per cent of new members under the age of 35," Ms Wirth said.

"Almost 80 per cent of all sales made in Myer are linked to a MYER one member, so we know the program resonates with our loyal customers and we expect these changes will grow members and engagement.

"MYER one members spend 2.8 times more than non-members and our continued investment in the program delivers more value to our customers and will unlock future growth opportunities for the wider Myer Group."

More information on the relaunched MYER one can be found [here](#) including a detailed break of all tier benefits and offers.

Images of MY Edition Beauty Boxes and the new MYER one campaign [here](#).

*Launch offers will be initially available from November 1, 2025 until January 31, 2026. Partner program points are accessed by a member linking their Visa or Mastercard via the MYER one app.

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