

## Chelsea Logistics Launches its Loyalty Program for Passengers



**08 October 2024, Manila, Philippines** – Chelsea Logistics and Infrastructure Holdings Corp. launched its group-wide Loyalty Program, Chelsea Loyalty, designed to reward passengers for their continued patronage of Chelsea’s services. To celebrate the soft launch, passengers will receive a PhP 100 discount e-voucher, redeemable through the Chelsea Travel App within one month upon registration. Registration is free and can be completed through the Chelsea website or mobile app.

The Chelsea Loyalty Program offers passengers the opportunity to earn points and enjoy increasing benefits and rewards through different tiers such as Traveler, Adventurer, Navigator, and Elite Explorer. Members’ benefits include ticket discounts, birthday discounts, seasonal promotions, free accommodation upgrades, free Chelsea Travel merchandise, referral and registration points.

Efren M. Bernardino, Jr., Head of Information Technology at Chelsea Logistics, remarked: “This initiative not only rewards our passengers for their loyalty but also demonstrates our dedication to leveraging technology to enhance the customer experience. With seamless registration via our website or mobile app and unique membership numbers for each user, we are setting a new standard in customer engagement and satisfaction through personalized offerings.”

Chelsea Logistics President & CEO Chryss Alfonsus V. Damuy said: "At Chelsea Logistics, our passengers are at the heart of everything we do. With the launch of Chelsea Loyalty, we are committed to offering the best rewards and personalized experiences to show our gratitude for their continued support. Our goal is to be the first choice for every passenger and to elevate every journey, ensuring that each passenger feels valued and appreciated through exceptional offers and unparalleled service. The expansion of the Chelsea Loyalty Program is already underway and will soon be integrated across our various business segments, including cargo, courier services, merchandise, and other sales of goods."

To sign up for the Chelsea Loyalty Program, passengers may scan the QR Code posted on Facebook Pages or visit the Chelsea Travel website at <https://bit.ly/ChelseaLoyalty>



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**ABOUT THE COMPANY**

Chelsea Logistics and Infrastructure Holdings Corp. is the publicly listed shipping and logistics arm of the Udenna Corporation. It is a corporation organized and registered with the Philippine Securities and Exchange Commission (SEC) on 26 August 2016 primarily to act as a holding company. Through its wholly owned subsidiaries, Chelsea Logistics is engaged in the shipping transport and logistics business with key segments divided into: (i) Charter, (ii) Passage, (iii) Freight, (iv) Tugboat services, and (v) Logistics services. To learn more about the Chelsea Group, visit <https://www.chelsealogistics.ph/>