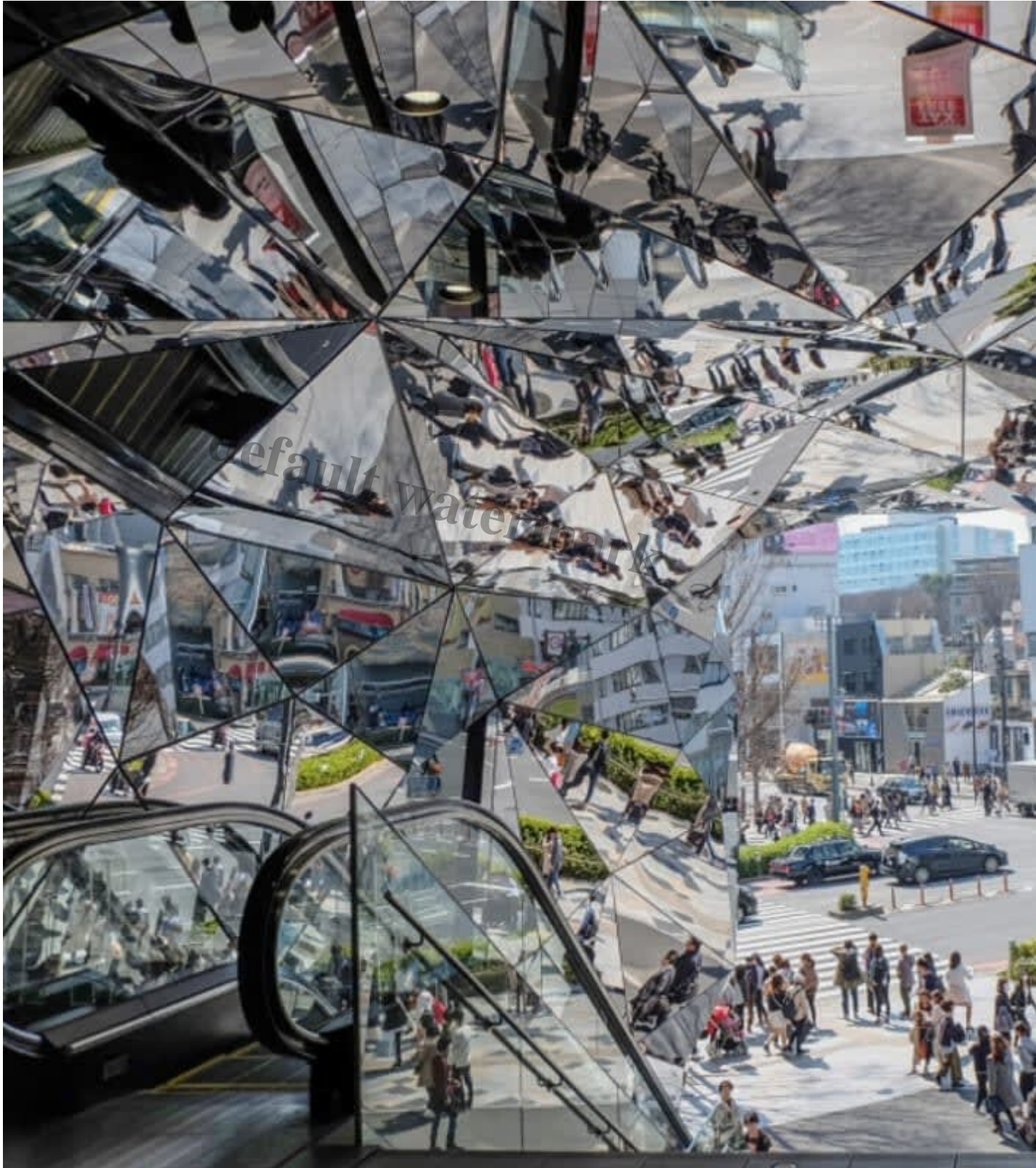




## HeyMax and Japan Airlines Launch Points Transfer Partnership

### Description

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Singapore-based loyalty rewards platform **HeyMax** has announced a new points transfer partnership with **Japan Airlines (JAL)**, allowing members to convert their Max Miles into JAL Mileage Bank miles at a 1:1 ratio with no fees and a minimum transfer of 1,000 miles.

The partnership, effective from 1 July 2026, marks JAL's entry as HeyMax's first Japanese airline partner, opening up access to one of the world's most extensive aviation networks. JAL serves 395 airports across 68 countries and territories via its oneworld alliance membership, offering Singapore travellers significantly broader reach for their accumulated loyalty points.



Convert your HeyMax Max Miles to JAL Mileage Bank miles and explore destinations across Japan and beyond.

David B. Wang, Head of Loyalty Partnerships at HeyMax, said: "Japan Airlines is one of the most respected carriers in the world, and we are thrilled to welcome them as our first Japanese airline partner. This partnership means our members can now seamlessly convert their Max Miles into JAL miles and unlock incredible travel experiences across Japan and beyond."

Hidetaka Fukushima, Manager of the Mileage Business Department at JAL, added: "We are excited to collaborate with HeyMax to provide more ways for travellers in Singapore to earn and use JAL Mileage Bank miles. This partnership reflects our commitment to offering greater flexibility and value to our loyal customers."



From cycling routes to culinary adventures, JAL's extensive network opens Japan's diverse experiences to HeyMax members.

## What This Means for HeyMax Members

HeyMax members earn Max Miles when they shop at over 800 participating merchants across Singapore, spanning dining, retail, travel, and lifestyle categories. Unlike many loyalty programmes, Max Miles never expire – giving members the flexibility to accumulate points at their own pace before redeeming.

With more than 20 redemption partners already on the platform, the addition of JAL Mileage Bank makes HeyMax one of the more versatile loyalty aggregators in Singapore. Members can initiate a transfer directly through the HeyMax app with no transfer fees, provided the minimum threshold of 1,000 miles is met.



JAL’s 5-star service makes the journey to Japan as rewarding as the destination itself.

## About JAL

Founded in 1951, Japan Airlines is Japan’s flagship carrier and a member of the oneworld global airline alliance. Operating a fleet of 232 aircraft, JAL has earned consistent recognition for quality, holding a Skytrax 5-Star rating and an APEX World Class designation. The airline’s Mileage Bank programme is one of the most well-regarded frequent flyer programmes in Asia, with miles redeemable for flights, upgrades, and a wide range of lifestyle rewards.



Japan's many regions, from bustling cities to serene countryside, are more accessible than ever for Singapore travellers.

## **About HeyMax**

HeyMax is a Singapore-based loyalty rewards platform that lets users earn Max Miles across a network of 800+ merchants and redeem them across 20+ partners. The platform is backed by prominent investors including Peak XV Partners, January Capital, Betatron, and Tenity. Max Miles earned on the HeyMax platform never expire, making it a compelling option for those who prefer a more relaxed approach to accumulating travel rewards.

To start transferring Max Miles to JAL Mileage Bank, visit the [HeyMax app or website](#).

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