

PRESS INFORMATION

LyoneSS Holding Europe AG: An idea sweeps Europe

In July 2010 LyoneSS Holding Europe AG celebrated their 7th year in business. What started out as a simple but brilliant idea is today a powerful company. Since the international campaign began in Austria in October 2008, LyoneSS has taken Europe and North America by storm.

The LyoneSS Cashback Card – the customer card of the future! What began as a small vision seven years ago has developed into a benefit system for consumers and an attractive CRM-Tool for companies throughout Europe and North America: An independent shopping community which is connected by a single card that can be used in different sectors of the market, and also reduces the number of cards you need to carry, but increases the amount of money in your wallet. For every purchase made with the country and sector spanning LyoneSS Cashback Card at any partner company you will receive money back into your personal bank account.

“Together we are strong!” This motto is true for many aspects of life. **Hubert Freidl**, Founder and the CEO of LyoneSS Holding Europe AG and Holding America AG, developed a business idea based around this philosophy. In 2001 the trained Wholesale dealer had the idea of creating a union of like minded people to form a shopping community. This became such a strong shopping force that – like in a rebate system – customers get money back with every purchase. After passing the idea on to consumers, and proving to traders that the customers would come, Hubert Freidl perfected his system. In 2003 he founded LyoneSS Holding Europe AG, which he is continually improving, together with the help of a steadily growing experienced team which he can rely on.

An idea takes hold. Within the first year the LyoneSS community already had 7,600 customers. Today LyoneSS Holding Europe AG has a shopping community of over one million registered customers and over 100,000 acceptance points and 18,500 partner companies.

The company name “LyoneSS” comes from a personal interest of Hubert Freidl in the Celtic saying “to lead back” which refers to the once great Kingdom of Lyonesse. Even today there are still some fishermen who swear, that at high tide at Land’s End, they can still hear the ringing of the bells from the lands that were swallowed by the sea in the year 500.

“That which was once great, will be again!”, says Hubert Freidl in reference to LyoneSS and his confidence in the future of the company.

The success of the company speaks for itself. The LyoneSS shopping community, which is currently shopping mostly with coupons from partner companies, will soon be using the LyoneSS online shopping and LyoneSS Cashback Card more and more and establishing it as the most used shopping card in the whole of Europe.



Lyoness – a unique and fair system for everyone. To make the Lyoness system clear and fair for all participants, the friend recommendation was created on a multi level basis so that anyone interested has the chance to help each other to earn money by shopping at Lyoness partner companies.

To date, Lyoness Holding Europe AG and its subsidiaries have 320 employees in 15 countries throughout Europe, and now also in the USA and Canada. It is a constant growing, future-orientated and strong team who support over one million Cashback customers and Cashback partner companies, and also informs businesses of the possibilities with the Lyoness system. The international set up of the Lyoness network is planned for 32 countries throughout Europe. It was founded in July 2009 and, on the 6th of February 2010, Lyoness Holding America AG started overseas – in the USA and Canada. The current expansion plans are indicative of the huge success of Lyoness around the world: Regional offices are currently being prepared in Belgium, Netherlands, France, Greece and Ireland, and the Netherlands, Greece and Ireland have already been founded.

Help for people in need – the Lyoness Child & Family Foundation. For every purchase made, a percentage goes to the **Lyoness Child & Family Foundation**, which was founded in May 2008 with the motto “Preserve life through education” and gives people in need a better chance in life.

“From the start, it was always my goal that the success of my company would be used to help people who lack the education or opportunities to secure their own place in life by themselves, as I do. A social network such as Lyoness has the possibility to help others. I am pleased that we have also been able to do this with the creation of the Lyoness Child & Family Foundation”, says Hubert Freidl regarding the success of his charity work.

The Lyoness Cashback Card, the customer card of the future, connects consumers and partner companies in a huge shopping community creating a Win-Win-Win situation for all participants.

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