

Lyonesse – the Idea

Lyonesse is a shopping community that helps to bring better conditions for all participants and also to get money back in their pockets. The idea came about in 2001 when **Hubert Freidl**, the CEO of Lyonesse Holding Europe AG and Lyonesse Holding America AG, who was then himself in Sales, started asking for better conditions. He was made to realise that cost discounts were only available when products were bought in bulk.

On the spot, Hubert Freidl decided to take advantage of this information. Immediately he started searching for people of a like mind to create a shopping community, and a brilliant business idea was born!

Now it was time to find the simplest and most efficient way to quickly and easily form the shopping community.

Within two years of starting the company, Hubert Freidl had convinced many consumers and companies of the benefits of his idea. By working together, the volume of sales increased so dramatically that, by July 2003, Lyonesse Holding Europe AG could be founded.

The best advertisement was always, and still is, recommendation: The friendship recommendations initiated personal, professional, fair, clear and above all, non-bureaucratic recommendation marketing. Since then, anyone interested can register with Lyonesse and not only save money on their own purchases, but also profit from the purchases of those they recommend.

Registered customers can buy original shopping coupons from Lyonesse partner companies, download online shopping coupons from the internet or, by using the Cashback Card, they can receive 1-2% of the value of their purchase in their personal shopping account. Since April 2009 they can also enjoy the Lyonesse benefits via online shopping.

Once you have reached a minimum of 10 EUROS in your reimbursement account, this will be transferred to your personal bank account. For every purchase made by direct or indirect customers that you have recommended, you will also receive a further 0,5% of the purchase value in your reimbursement account.

With the Lyonesse Application programme for Smartphones (better known as an App.), from the 1st of July, Lyonesse customers can shop even easier and quicker. With this App. customers can login to the website at m.lyonesse.ag from their mobile phones anywhere in the world. As well as the previous types of shopping that were available – Cashback Card, online shopping and original coupons – there is now a more attractive possibility to shop and receive money back: the electronic coupon.