

Graz, July 2010

One Man – one Idea

**Hubert Freidl,
Founder and CEO of LyoneSS Holding Europe AG and LyoneSS Holding
America AG**

The recipe for a successful business always starts with a brilliant idea and one person who knows exactly what they want, and how to achieve it. Behind LyoneSS is one such man who, since his youth, has stood out due to his enthusiasm.

The trained wholesale dealer, **Hubert Freidl**, founder and CEO of LyoneSS Holding Europe AG and LyoneSS Holding America AG was born in Graz on the 29th of January 1972. From a very young age Hubert Freidl achieved all his goals and visions. At just 23 years old he was very independent and put his strengths and qualifications to good use in the insurance and development of software field, for firms throughout Europe.

This experience paved the way for an International career. In 2001 the father of two had the idea of a huge shopping community based on his personal experience: the more people that shop together, the higher the possible discounts.



In the following two years Hubert Freidl went all out to create his vision and just one year after founding LyoneSS Holding Europe AG, he had a customer base of 7,600 in Austria, Slovakia, the Czech Republic and Hungary.

Today, LyoneSS Holding Europe AG is active in 15 European countries with a shopping community of over 1 million customers and 18,500 partner companies. The international set up of the LyoneSS network is planned for 32 European countries. It was founded in July 2009 and, on the 6th of February 2010, LyoneSS Holding America AG had already begun overseas.

The ambitious businessman had a vision to establish the strongest customer card in Europe. His success so far proves he's on the right path.



“LyoneSS is not only a terrific chance for all participants to find themselves in a Win-Win-Win situation, but it also inspires people. Consumers and businesses alike know how strong they are as a community, and together they can achieve great success“, says Hubert Freidl, referring to the LyoneSS philosophy.

Through the sponsorship of the LyoneSS Open Event, the nature and sport loving Hubert Freidl is delighted to have discovered golf for himself. It gives him great pleasure, as a businessman, to see how the company’s support helps talented young people to improve their skills.

Hubert Freidl has not only founded a company, but also created a shopping community, a social network and also the possibility for all participants to earn money and to help people in need.