

Die Lyoness Holding Europe AG

Hubert Freidl



Current Function: CEO Lyoness Holding Europe AG and Lyoness Holding America AG

Past Functions: Trained Wholesale dealer, self employed in the insurance sector and software development

Why Lyoness?

“Lyoness is not only a terrific chance for all participants to find themselves in a Win-Win-Win situation, but the company’s idea also inspires people. Consumers and businesses alike know how strong they are as a community, and together they can achieve great success. The recipe for a successful company is always based on an outstanding idea and a person who knows their goal, and follows through with all his commitments. I stand behind Lyoness 100%.”

Werner Kaiser



Current Function: Director Sales Europe, Lyoness Management GmbH

Past Functions: Sales trainer, 6 years experience in direct sales

Why Lyoness?

“The Lyoness idea fascinated me from the beginning, and has become a part of me, day and night. Not only the benefits for consumers with “money back with every purchase”, but also the creation of a social network which enables everyone to win, fascinated me. Not only do the partner companies benefit, but also every customer and, additionally through our actions, we can support those who need it the most. With every purchase we make using the Lyoness Cashback Card, we help people who do not have the possibility to enjoy a dignified and socially balanced life. Life to life. Profit together, help together – Lyoness!”

Lyonesse Management GmbH

Mag. Harald Schmidl



Current Function: Director Communications,
Lyonesse Management GmbH

Past Functions: 4 years experience in an agency,
8 years experience as an Advertising
Manager in the telecommunication sector,
3 years experience as Marketing Director in
the trade sector

Why Lyonesse?

“The Lyonesse idea to launch a sector spanning customer card is great. Additionally, to implement and strategically put this idea into practice is terrific for all involved parties. Not only the consumer, but also all partner companies and trade in general benefit. The Lyonesse Cashback Card means satisfied consumers who immediately experience additional benefits and, on the other side, partner companies that can widen their market shares due to the exclusivity. Lyonesse is an ideal, modular tool to increase customer loyalty that leads to a Win-Win situation.”

Silvia Weihs



Current Function: Head of Public Relations

Past Functions: Leader of an Advertising and Marketing
Department, independant PR-Counsellor,
Promotion Manager, Management &
Department Manager of Marketing & PR in
a private bank

Why Lyonesse?

“The possibility to participate in a company, which operates worldwide, fascinated me. The idea to establish a shopping community, which guarantees “money back with every purchase” is unique and is put into practice in a very special way. I am responsible for an engaging and understandable corporate communication, which is a great motivating challenge to do my best for Lyonesse.”

Rudolf Knittelfelder



Current Function:

Head of Key Account Europe,
Lyonesse Management GmbH

Past Functions:

Managing Director of a fashion company,
entrepreneur

Why Lyonesse?

"I came into contact with the Lyonesse idea a few years ago, and was impressed right from the start. In particular the fast success, the unbelievable Win-Win-Win situation for all involved parties, and especially the opportunities that are opened up for SMEs fascinate me. The achievements with own supermarkets and my good relationships with firms and multi-national companies were the reason why I became Key Account Manager for Lyonesse."

Lyoneess eBiz GmbH

Bernhard Koch



Current Function: Managing Director
Lyoneess eBiz GmbH

Past Functions: Self employed business man and Director
of an IT company, Director of the Lyoneess
Logistics GmbH

Why Lyoneess?

“The unique business idea of Lyoneess and the customer card of the future fascinated me from the beginning, and made me want to work with them. Due to my planned activities and responsibilities I was magically pulled to the company and its idea. I think the current development success speaks volumes. The number of customers increasing daily, and the resulting international success of Lyoneess, enables a social responsibility and works as motivation for me and my dynamic team. You can see the result! It is a really good feeling to fight for a great idea.”

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