

Lyoness Holding Europe AG:

Vision, philosophy, values and strategic goals by 2012

The success and the future of a company is based on its vision and philosophy. Common values and strategically defined goals keep an organization together and enable it to head in the right direction.

The vision of Lyoness:

- more time to enjoy life
- financial independency
- additional earnings
- the most utilised customer card in Europe
- the largest international trade- and customer network
- to preserve more than 1 million lives a day

Our philosophy: Together we can achieve even more!

- more money for each person
- more revenue for the partner companies
- great opportunities for people in need

Cashback customers, partner companies, partners and the Lyoness Child & Family Foundation create a unique Win-Win-Win-situation. For Lyoness, the support of socially disadvantaged people through their own success is an important principle of their daily work. This principle is not only visible in the daily business procedures, trainings or information events, but also in the various activities which support social projects and sports events.

Our values:

- striving for perfection
- independency
- clear and open communication
- shared business success

The strategic goals of the Lyoness Holding Europe AG by 2012:

- active in 32 European countries
- customer network: 5% of the European population utilising the Lyoness Cashback Card
- Number 1 in the world market – Global Player by 2020