

## **The Lyoness Holding Europe AG: Info and Facts**

### **Lyoness – money back with every purchase**

With the founding of Lyoness Holding Europe AG in July 2003, a unique business idea was established and the customer card of the future was introduced to the market! This single card can be utilised with numerous different partner companies, which reduces the number of cards you need to carry around with you, but increases the cash in your purse. When you utilise the Lyoness Cashback Card – or shop using the original Cashback coupons, or shop online – at a Lyoness partner company, you receive money back with every purchase. When you have a minimum of 10 EUROS in your Lyoness account, it will be transferred directly to your personal bank account.

### **Lyoness Cashback Card – active in 32 European countries by 2012**

As well as being active in Austria, Lyoness Holding Europe AG is also active in 14 other European countries, and has approximately 320 employees. In Germany, Switzerland, Hungary, Slovakia, Czech, Bulgaria, Romania, Slovenia, Serbia, Croatia, Poland, Italy, Turkey and the UK there are currently over 1,000,000 registered customers and more than 18,500 partner companies from different sectors. The Lyoness international network is planned for 32 European countries. It was founded in July 2009 and, on the 6<sup>th</sup> 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.

A further advantage for the Lyoness Cashback Card holders is the friendship recommendation programme (Tell a friend), which is based on a recommendation procedure and enables holders to receive additional earnings for every purchase their new customers make.

For detailed information regarding Lyoness, please visit our website: [www.lyoness.ag](http://www.lyoness.ag).