

Graz, May 2010

One Man – One Idea

**Hubert Freidl,
Founder and CEO of Lyoiness Holding Europe AG and Lyoiness Holding America Inc.**

The recipe for a successful business always starts with a brilliant idea and one person who knows exactly what he or she wants, and how to achieve it. Behind Lyoiness 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 Lyoiness Holding Europe AG and Lyoiness Holding America Inc. was born in Graz on the 29th of January 1972. From a very young age Hubert Freidl achieved all his goals and visions. At the young age of 23 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 Lyoiness Holding Europe AG, he had a customer base of 7,600 in Austria, Slovakia, the Czech Republic and Hungary.

Today, Lyoiness Holding Europe AG has around 980,000 registered customers in this huge shopping community in 15 countries, with 17,000 partner companies.

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.

"Lyoiness 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 Lyoiness philosophy.

Through the sponsorship of the Lyoiness 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.