

Graz, May 2010

## LyoneSS – The Idea

LyoneSS is a shopping community that helps to bring better conditions for all participants and also to get money back in their pockets. The idea came about in 2001 when Hubert Freidl, CEO of LyoneSS Holding Europe AG, who was then himself in Sales, started asking for better conditions. He was made to realise that cost discounts were only available when products were bought in bulk.

On the spot, Hubert Freidl decided to take advantage of this information. Immediately he started searching for people of a like mind to create a shopping community, and a brilliant business idea was born!

Now it was time to find the simplest and most efficient way to quickly and easily form the shopping community.

Within two years of starting the company Hubert Freidl had convinced many consumers and companies of the benefits of his idea. By working together, the volume of sales increased so dramatically that by July 2003 LyoneSS Holding Europe AG was founded.

The best advertisement was always, and still is, recommendation: The friendship recommendations initiated personal, professional, fair, clear and above all, unbureaucratic recommendation marketing. Since then, anyone interested can register with LyoneSS and not only save money on his own purchases, but also profit from the purchases of those he recommend.

Registered customers can buy original shopping coupons from LyoneSS partner companies, download online shopping coupons from the internet or, by using the Cashback Card, they can receive 1-2% of the value of their purchases in their personal shopping account. Since April 2009 they can also enjoy the LyoneSS benefits via online shopping.

Once you have reached a minimum of € 10,- in your reimbursement account, this will be transferred to your personal bank account. For every purchase made by direct or indirect customers that you have recommended, you will also receive a further 0,5% of the purchase value in your reimbursement account.

