

## PRESS INFORMATION

Graz, May 2010

### **Lyoness Holding Europe AG: An idea sweeps Europe**

**In July 2010 Lyoness Holding Europe AG celebrated its 7th year in business. What started out as a simple but brilliant idea is today a powerful company. Since the international campaign began in Austria in October 2008, Lyoness has taken Europe by storm.**

**The Lyoness Cashback Card – the customer card of the future!** What began as a small vision nearly seven years ago has developed into an advantage system for consumers and an attractive CRM-Tool for companies throughout Europe. The independent shopping community is connected by a single card that can be used in different sectors of the market, and additionally, on the one hand it reduces the number of cards you need to carry and on the other it increases the money in your wallet. For every purchase made with the country and sector spanning Lyoness Cashback Card at any partner company you will receive money back into your personal bank account.

**“Together we are strong!”** This motto is true for many aspects of life. **Hubert Freidl**, Founder and CEO of Lyoness Holding Europe AG and America Inc., developed a company based around this philosophy. In 2001 the trained Wholesale dealer had the idea of creating a union of like-minded people to form a shopping community. This became such a strong force that – like in a rebate system – customers get money back with every purchase.

After passing the idea on to consumers, and proving to traders that the customers would come, Hubert Freidl perfected his system. In 2003 he founded Lyoness Holding Europe AG, which he is continually improving, together with the help of a steadily growing experienced team which he can rely on.

**An idea takes hold.** Within the first year the Lyoness community already had 7,600 customers. Today Lyoness Holding Europe AG has a shopping community of approximately 980,000 customers and 17,000 partner companies in 15 countries.

The company name “Lyoness“ comes from a personal interest of Hubert Freidl in the Celtic saying “to lead back” which refers to the once great Kingdom of Lyonesse. Even today there are still some fishermen who swear, that at high tide at Land's End, they can still hear the ringing of the bells from the lands that were swallowed by the sea in the year 500.

“That which was once great, will be again!“, says Hubert Freidl in reference to Lyoness and his confidence in the future of the company.

The success of the company speaks for itself. The Lyoness shopping community, which is currently shopping mostly with coupons from partner companies, will soon only be using the Lyoness Cashback Card and Lyoness Online Shopping, establishing it as the most used shopping card in the whole of Europe.

**Lyoness – a unique and fair system for everyone.** To make the Lyoness system clear and fair for all participants, the friend recommendation was created on a multi-level basis so that anyone interested has the chance to help each other to earn money through shopping at Lyoness partner companies.

To date, Lyoness Holding Europe AG and its subsidiaries have over 300 service employees in 15 countries throughout Europe. It is a constant growing, future-orientated and strong team which supports approximately 980,000 registered Cashback customers and Cashback partner companies, and also informs businesses of the possibilities within the Lyoness system.

**Help for people in need – The Lyoness Child & Family Foundation.** For every purchase made, a percentage goes to the Lyoness Child & Family Foundation, which was founded in May 2008 with the motto “Preserving life through education” and gives people in need a better chance in life.

“From the start, I always wanted the success of my company to be of use to people who lack the education or opportunities to secure their own place in life by themselves. A network such as Lyoness can also promote and support social objectives where help is needed“, says Hubert Freidl.

The Lyoness Cashback Card, the customer card of the future, connects consumers and partner companies in a huge shopping community creating a Win-Win-Win situation for all participants.

#### **Contact Information:**

Silvia Weihs  
Lyoness Holding Europe AG  
phone: +43/ (0)664/ 85 55 241  
e-mail: [silvia.weihs@lyoness.ag](mailto:silvia.weihs@lyoness.ag)