

Lyoness Holding Europe AG: Vision, philosophy, values and strategic goals by 2012

The success and the future of a company are based on its vision and philosophy. Common values and strategically defined goals form the basis for a company's team spirit 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 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

The strategic development of an international network of partner companies, Cashback customers and the Lyoness Child & Family Foundation creates a unique Win-Win-Win situation. An essential part of the daily business of Lyoness is to donate a percentage of its success to people in need. This principle is not only visible in the daily business procedures, trainings or information events, but also in various sponsoring 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 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