

LYONESS

PRESS INFORMATION

Money back with every purchase.

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ONE MAN – ONE IDEA

Hubert Freidl,
Founder and CEO of Lyoness International AG



Born:	29 th January 1972
Education:	Wholesale businessman
Children:	Dominic Miguel
Hobbies:	Playing the accordion and the piano, quad biking

The skilled wholesale businessman Hubert Freidl was born in Graz in 1972. At the age of 23 he became a self-employed businessman and applied his skills and strengths in the fields of insurance and software development for firms throughout Europe. Determination as well as heart and soul eventually were the key to the economic success with Lyoness.

The Lyoness idea

The idea of creating Lyoness came to Hubert while standing at the cash desk of a furniture store. There he asked the cashier what he would have to do to get more discount off the price of his purchase. The answer: a higher purchase sum would mean a higher discount. Hubert came up with an idea: Will that work with friends and acquaintances as well? How can we profit from these discounts together? And could those discounts also be applicable to other stores, even other branches, and be used by as many people as possible? Maybe there is a way to develop a business model through which not only personal profits are possible but also with which less fortunate people can be helped.

The ambitious businessman has a vision to establish the Cashback Card as the strongest benefit card worldwide. The idea: to create a shopping community which has such a strong buying power that every member receives money back with their purchases. His vision is shared by a lot of people – nowadays Lyoness is well received around the world.

'Together we are strong'

"Lyoness is not only a terrific chance for all participants to find themselves in a unique situation, but it also inspires people. Members and loyalty merchants alike know how strong they are as a community, and together they can achieve great success", says Hubert Freidl, referring to the Lyoness guiding principle.

A SWEEPING IDEA

The idea to create a shopping community which has such an enormous buying power that every member receives money back with their purchases had been successful from its beginning. The company was just at its beginning – and already thousands of people in Austria were inspired by the idea.

In founding Lyonesse in July 2003, Hubert Freidl has created a company which functions as a shopping community, loyalty programme for regional, national and international trade and social network. All its participants have the opportunity to earn money and at the same time help people in need and protect the environment.

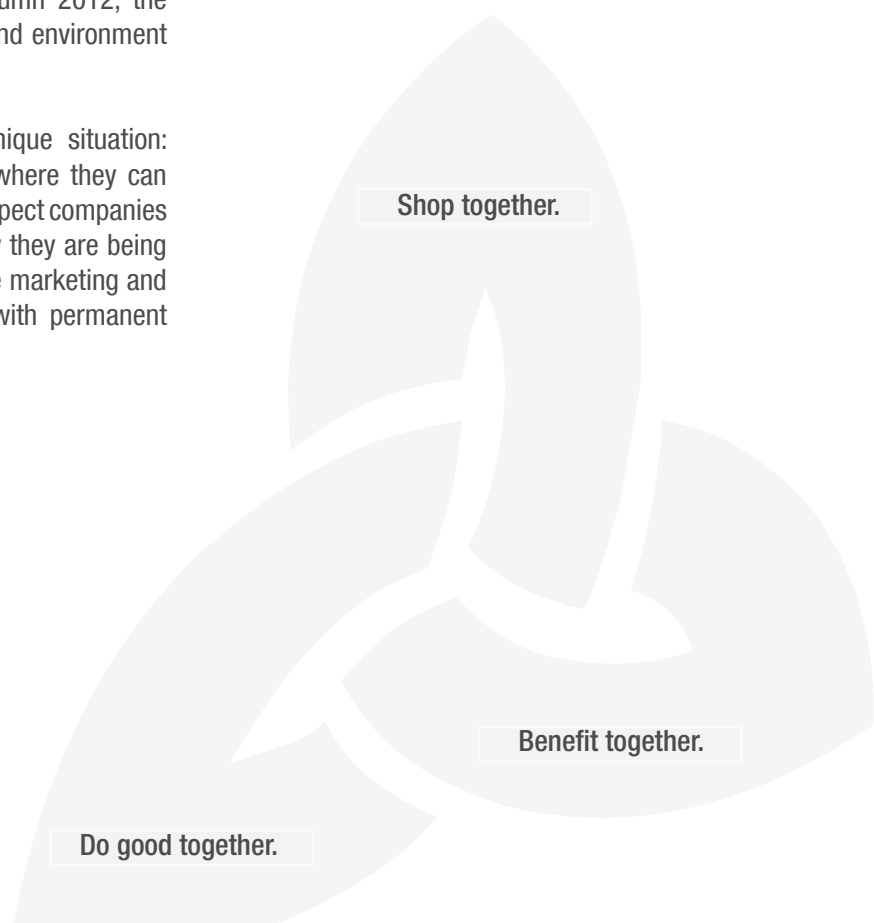
All this was made possible by a simple principle:

‘Money back with every purchase’

Lyonesse members go shopping and profit from this principle: they receive money back with every purchase they make with loyalty merchants (‘Cashback’ up to 2% of the purchase sum). Additionally, Lyonesse members support two foundations automatically with every purchase made: the Child & Family Foundation (CFF) implements aid and education projects and starting from autumn 2012, the Greenfinity Foundation dedicates itself to climate and environment protection.

Loyalty merchants also find themselves in a unique situation: Lyonesse members search actively for merchants where they can benefit from the Lyonesse member benefits. In this respect companies do not need to search for customers anymore; now they are being found. Loyalty merchants save money for expensive marketing and therefore are able to provide Lyonesse members with permanent benefits.

In accordance to the corporate philosophy: **‘Shop together. Benefit together. Do good together’** Lyonesse is a company that connects several factors and creates a unique situation for the community benefiting all participants.



Shop together.

Benefit together.

Do good together.

NUMBERS, DATA, FACTS

Lyoness International AG

Founded:

July 2003

Founder:

Hubert Freidl (CEO Lyoness International AG)

Members:

2.2 million

Service-employees:

approx. 650

Loyalty merchants:

20,000

Points of acceptance:

150,000

Subsidiaries:

Lyoness Europe

founded: 2nd July 2003

29 regional offices

Austria, Germany, Switzerland, Hungary, Slovakia, Czech Republic, Bulgaria, Romania, Slovenia, Serbia, Croatia, Poland, Italy, Turkey, England, Greece, Ireland, Netherlands, Belgium, France, Macedonia, Lithuania, Sweden, Spain, Portugal, Cyprus, Latvia, Finland

also:

Lyoness Holding Europe – Dubai Branch

Lyoness North America

founded: 2nd July 2009

2 regional offices

USA, Canada

Lyoness IMEA

founded: 20th May 2011

2 regional offices

South Africa, Qatar

Lyoness South America

founded: 16th June 2011

1 regional office

Brazil

Lyoness Asia

founded: 21st June 2011

4 regional offices

Hong Kong, Macao, Australia, Philippines

PHILOSOPHY, VISION, VALUES

Our vision

- We create more shopping opportunities for members all over the world.
- We will establish the Cashback Card as the most frequently used and strongest benefit card worldwide.
- We do not only aspire economical, but also social (Child & Family Foundation) and ecological (Greenfinity Foundation) balance.

Our philosophy

‘Shop together. Benefit together. Do good together.’

Together we can achieve even more. Our interest is directed to the shopping community, to loyalty merchants and to the members of whose daily life Lyoness is a part, as well as to the numerous aid, education and climate protection projects of the Child & Family Foundation and the Greenfinity Foundation.

Our guiding principle

‘Together we are strong.’

Companionship and team spirit are essential things in life. This is why it is our concern to establish the company as a big shopping community. Above all else the strength of a community is part of the recipe for our success. We benefit from each other with our daily purchases and automatically contribute to helping less fortunate people.

Our values

Respect and appreciation:

We place the human factor at the centre of all our endeavours. A respectful conduct is paramount. We hold the needs of members and loyalty merchants in high regards and bear them in mind within our corporate behaviour.

Openness and transparency:

Our communication is clear and open. We communicate and inform consistently, structurally and comprehensibly. We use different types of media (magazines, Facebook, newsletters and more) to be in constant contact with our members and loyalty merchants.

Responsibility and sustainability:

Everyone within the shopping community acts on the basis of responsibility and sustainability. We take our social and environmental responsibility seriously and make sure that our corporate behaviour goes along with those responsibilities.

GOALS, STRATEGIC DEVELOPMENT AND ORGANISATION

Goals

- The Cashback Card as the most frequently used and strongest benefit card worldwide.
- The largest international loyalty merchant and member network; more loyalty merchants mean more money back for members, more revenue for loyalty merchants and more support for the Child & Family Foundation and the Greenfinity Foundation.
- Help for as many people as possible and sustainable protection of climate and environment by the Foundations.

Strategic international development and organisation

- By 2015 Lyoness will be active in 33 European countries, the Middle East, Africa, Asia, South America
- By 2015 the member network will include 5% of the European population using the Lyoness Cashback Card actively
- By 2020 Lyoness will be number 1 in the world market.

Success on an international level

The countries Austria, Germany, Switzerland, Hungary, Slovakia, the Czech Republic, Bulgaria, Romania, Slovenia, Serbia, Croatia, Poland, Italy, Turkey, England, Greece, Ireland, the Netherlands, Belgium, France, Macedonia, Lithuania, Sweden, Spain, Portugal, Cyprus, Latvia, Finland, the United Arab Emirates, Qatar, South Africa, the USA, Canada and Brazil have already been put in place successfully. By now, Lyoness has successfully set foot on the Asian continent in Hong Kong and Macao as well as in Australia and the Philippines.

FOUR TYPES OF SHOPPING

FOUR WAYS TO BENEFIT FROM THE LYONESS MEMBER BENEFITS

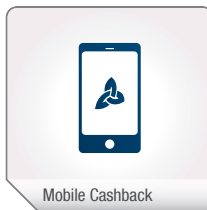
By shopping and using one of the four types of shopping, Lyoneess members receive money back. With every purchase up to 2% of the value of their purchase will be credited to their personal benefit account. Once they have reached a certain amount, this will be transferred to their personal bank account. Saving money can be that simple!

The Cashback Card – the benefit card of the future



The **Cashback Card** connects members and loyalty merchants as an independent shopping community and loyalty programme, across every branch and country. Show your Cashback Card at the till before paying and receive the Lyoneess member benefits.

Shopping benefits with three further types of shopping



The Lyoneess eBiz GmbH has achieved a pioneering innovation launching **mobile vouchers (Mobile Cashback)**. Mobile vouchers can be created and redeemed anywhere and anytime with the Lyoneess app for iPhone, iPad, Android smartphones or via the mobile portal m.lyoneess.net.



Loyalty merchant vouchers/gift-cards can be bought by telephone, in writing, online at Lyoneess, directly at the responsible Lyoneess regional office or at any voucher sales outlet. They work the same way as traditional vouchers, but vouchers/gift-cards bought via Lyoneess additionally grant the Lyoneess member benefits.



The Lyoneess **Online Shopping** portal offers to shop every day at any time from all branches and to receive money back. Simply visit the desired online loyalty merchant via the Lyoneess website (you need to be logged in as a Lyoneess member).

INTERNATIONAL LOYALTY MERCHANTS

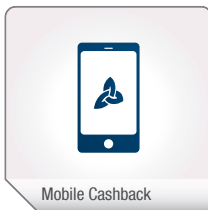
LyoneSS members can use the LyoneSS benefits at a wide range of loyalty merchants across every branch and country. The overview presented here applies to various countries and several branches.



- bauMax (HR)
- BAT (PL)
- Zielpunkt (AT)
- Europcar (AT)
- KB Expert (CZ)

- Hervis (HU)
- Hypernova (SK)
- kika (AT, SK, CZ, HU, RO, RS, HR)
- Praktiker (HU, RO)
- Alpine Pro (CZ)

- Elispo (HR)
- Sportina (SI, HR, RS, BG)
- Cadoro (IT)
- Flanco (RO)
- Fann (SK)



- Gulliver's Reisecenter (AT)
- Profi Reifen (AT)
- Charles Vögele (AT, SI, CZ)

- Flanco (RO)
- Optirex (HU)
- kapra (HR)



- BOOTS (UK, IE)
- SPAR (SI)
- Mc Donald's (DE, CZ)
- Humanic (AT, HU, SI, CZ, SK)
- ATU (AT, DE, CH, PL, CZ)

- Media Markt (PL, HU, DE)
- C&A (AT, PL)
- OMV (AT, BG, RO, DE, HU, SK, CZ)
- ASDA (UK)
- New Look (UK, IE, NL, BE, FR)

- Carrefour (UAE, PL, QA, BR)
- Charles Vögele (AT, HU, SI, CZ, PL)
- Lidl (AT)
- Solred (ES, PT)
- Sorelle Ramonda (IT)



- Apple Store
- C&A
- Crocs
- DELL
- Hotels.com
- HSE24
- inkClub

- Mall.cz/sk/hu
- Microsoft Store
- Neckermann
- Office Depot
- OTTO
- PIXmania
- Priceminister

- QUELLE
- ReifenDirekt/Delticom
- Travel24
- Universal Versand
- Viking
- zalando
- zooplus

LYONESS FOUNDATIONS

CHILD & FAMILY FOUNDATION AND GREENFINITY FOUNDATION

Whenever members shop and use one of the four types of shopping available with Lyoness, not only do they get money back but they contribute also to changing the world for the better. A part of every purchase made with Lyoness automatically helps the Child & Family Foundation (CFF) to implement education and aid projects. As of 2012 the Greenfinity Foundation is being supported in the implementation of climate and environment protection projects the same way as the CFF.

As a shopping community Lyoness takes responsibility for their employees' actions, and shares benefits with others. Members who are not just purchasing goods, but taking responsibility for their own actions, are part of a new consumer culture. Every Lyoness member and loyalty merchant can enjoy being part of such a responsible shopping community, knowing that they are benefiting others and are thinking of their fellow people and their environment.



Child & Family Foundation

Help around the world – the Child & Family Foundation (CFF) devotes itself to those in need. The aim of the Foundation is to improve the quality of life through education projects.

Hubert Freidl, CEO Lyoness International AG, about the Lyoness Child & Family Foundation: “‘Education. Chances. Future.’ – that is the philosophy that we, together with our members and loyalty merchants, want to achieve and to make a real lasting difference for people in need with.”

For more information please visit the website of the Lyoness Child & Family Foundation (www.lyoness-CFF.org) or take a look at the CFF press information.



Greenfinity Foundation

According to the philosophy “Together for our world. A future together.” Lyoness, as a visionary and innovative company, contributes to shape environmental awareness as well as awareness of sustainability issues in our society.

The ‘green’ foundation was brought to life in 2011. The first project will be Lyoness itself. The highest priority is to have a neutral effect on the climate and conserve resources as well as act environmentally friendly. “Preserving our environment is an important company goal”, says Hubert Freidl, CEO.

For more information please visit the website of the Greenfinity Foundation (www.lyoness-GFF.org).

LYONESS

LOYALTY PROGRAMME

Shopping community: 'Money back with every purchase'

With every purchase made with Lyoness loyalty merchants members receive money back (Cashback). Whenever the member has gathered a certain amount (resulting from up to 2% Cashback of every purchase sum) this amount will be transferred to their personal bank account. This is possible through the unique situation Lyoness has created for the shopping community, its members and loyalty merchants.

In addition to Cashback, Lyoness offers numerous other member benefits e.g. with every purchase members gather the so-called loyalty benefit and with it have the opportunity to get further benefits from their daily purchases. If the Lyoness benefits are recommended to others, as a recommender you will receive the so-called friendship bonus every time the recommended new member makes a purchase with Lyoness. The recommender receives up to 0.5% of every purchase made by the new member.

As a shopping community Lyoness cultivates the communication to members and loyalty merchants. Via several media (newsletters, Facebook, Lyoness national websites, Cashback Magazine and many more) news about the company, relevant information and promotions of loyalty merchants as well as exclusive offers and competitions are shared with the community.

Loyalty programme

According to the principle 'money back with every purchase' Lyoness – as a loyalty programme for regional, national and international trade – serves as a strong customer loyalty programme. Lyoness members specifically shop at loyalty merchants to receive their member benefits. This way companies accepting one or more of the types of shopping available with Lyoness get higher revenues through loyal customers and can thus create special conditions for Lyoness members.

Lyoness supports loyalty merchants with advertising and promotion. With joint advertising plans and marketing campaigns at all advertising and information media available to the Lyoness marketing network (electronic and print media) the members' attention is drawn to loyalty merchants and their exclusive offers.

Additional benefits

Lyoness offers members the chance to receive further benefits under certain conditions. To depict the achievement of these so-called additional member benefits in a transparent and understandable way, a graphical accounting model is applied – the Lyoness accounting programme. For members who are interested this model is a good starting point into the Lyoness recommendation marketing.

This way Lyoness is an ideal partner for building up your own business in the field of recommendation marketing. The Lyoness training programme informs and trains people who are interested to ensure the best possible conditions for starting their own business.

COMPANY LEADERSHIP

LYONESS INTERNATIONAL AG



Hubert Freidl

Founder & CEO

Past Functions:

Wholesale businessman

Self-employed in the insurance sector and
in the field of software development

Why Lyoness?

“Our community offers everyone the chance to profit from their own purchases as well as from the purchases of others. Thus it is open to every member to improve their income and standard of living. With the establishment of the Child & Family Foundation I have been able to realise a long-standing heart's desire. The guiding principle of the Foundation is based on the principle which best characterises Lyoness, as well as myself: to take responsibility for what happens in the world. The Foundation is everywhere, where our help is most needed. And this means: each member and each loyalty merchant can be proud to say that, with their own success, they are also doing something good for others!”

LYONESS EUROPE AG



Marko Sedovnik

Regional Director

President of the Board

Past Functions:

Self-employed businessman in the service sector, retail and wholesale trade,
Managing Director – Lyoness Slovenia,
Slovakia, Croatia

Why Lyoness?

“When I heard about Lyoness, it became clear to me that this idea would prevail – and far beyond the borders of Europe. More and more people are realising that being successful on such a large scale can only be achieved when working together as a community. Every Lyoness member has the opportunity to initiate change and make a difference, not only for themselves, but for others as well. What is special about Lyoness is the guiding principle that other people should be allowed to share in our common success. The fact that we can achieve a lot with this attitude has been shown by the impressive developments of recent years!”



Alexander Lerch

General Manager – Lyoness Management GmbH

Vice President of the Board

Past Functions:

Managing Director – XXXLutz GmbH
Managing Director – Lyoness Austria GmbH
Projektleiter – Lyoness Business Development

Why Lyoness?

“Lyoness has been fascinating to me from the beginning and has not let go. The idea – money back with every purchase – is simply magnificent. The idea behind Lyoness however, goes far beyond that: to also help with every purchase – with this approach we break completely new ground! In a very short time we have succeeded in building a social network which is especially beneficial to those in need. Shopping together, profiting together, helping together – this is a combination that sets new standards.”



Werner Kaiser

International Sales Director

Member of the Board

Past Functions:

Self-employed Sales Trainer,
6 years of experience in direct sales
Sales Director Europe, Middle East and Africa

Why Lyoness?

“From the beginning, the Lyoness idea struck an emotional chord with me so that it has accompanied me day and night. I immediately regarded this approach as being a ground-breaking one, and my feelings were confirmed: as a community of responsible consumers we are able to provide a critical impulse to attract attention and to take action where there would be little chance of a better life without support. We have already achieved a lot, but I am positive: we are only at the beginning! With our office in Hong Kong, we have launched Lyoness in the Asian market. I am looking forward to this new area of responsibility. Being successful together, doing good together – we stand up for this idea.”



Bernhard Koch

Managing Director – Lyoness eBiz GmbH

Member of the Board

Past Functions:

Self-employed businessman and Managing
Director of an IT company,
Managing Director – Lyoness Logistics GmbH

Why Lyoness?

“The passion and fascination which connect me to Lyoness are also the things that drew me to it in the first place – and, in the last few years, they have increased substantially. This is hardly surprising when taking the speed with which we implement our ideas into consideration. Almost all of Europe is already part of the Lyoness online world, as well as North America and the United Arab Emirates. In other words: our portal can now be used by over 1.15 billion people! Additional markets in Europe, Asia and Africa are already in preparation, and one thing cannot be questioned: in the future Lyoness will also be the most successful shopping community in the world.”

LYONESS FOUNDATIONS



Nina Passeger

Director Child & Family Foundation

Past Functions:

Studies FH Campus02 Marketing and Management,
Assistant to management in the area of events (art & fashion team),
Administration Events Lyonesse Austria GmbH

Why Lyonesse Child & Family Foundation?

"I am proud and happy to have been assigned this important and valuable mission of the company Lyonesse. The topic education as the core area of the Foundation, for me represents the basis for aid to self-help. Through the full force of the Lyonesse community it is possible to change some things in this world and doing good. In these last few years more than 30 education and social projects could be implemented successfully, together with our project partners. Personally, I know that we cannot change the world completely; but we can try to make it a little bit better."



Markus Hendrich

CEO Greenfinity Foundation
CIO Lyonesse International AG
Managing Director - Lyonesse
Dataservice GmbH

Past Functions:

Software Engineer, Project Manager,
Technical Manager in the internet sector,
Managing Director of an IT company

Why Lyonesse Greenfinity?

"When Hubert Freidl told me about the idea of founding a Lyonesse environmental initiative in 2011, I knew that I had to be a part of it. To be able to do that now as CEO of the Foundation fills me with pride. It also means a lot of responsibility, which I gladly bear. By now Lyonesse is internationally active. The number of locations, events, members and partners is growing constantly, which means a higher impact on the environment. We intend to optimise our processes and activities and plan to implement different compensation projects. We will be able to not only massively counteract the higher environmental burden which we cause, but also to neutralise and, at best, contribute to further-reaching environment protection. This is why, next to my function as CIO of Lyonesse International AG, I dedicate myself with all my power to the Lyonesse Greenfinity Foundation – for a sustainable future for us and our descendants."

COMMUNICATIONS



Mathias Vorbach

Director of Marketing & Communications

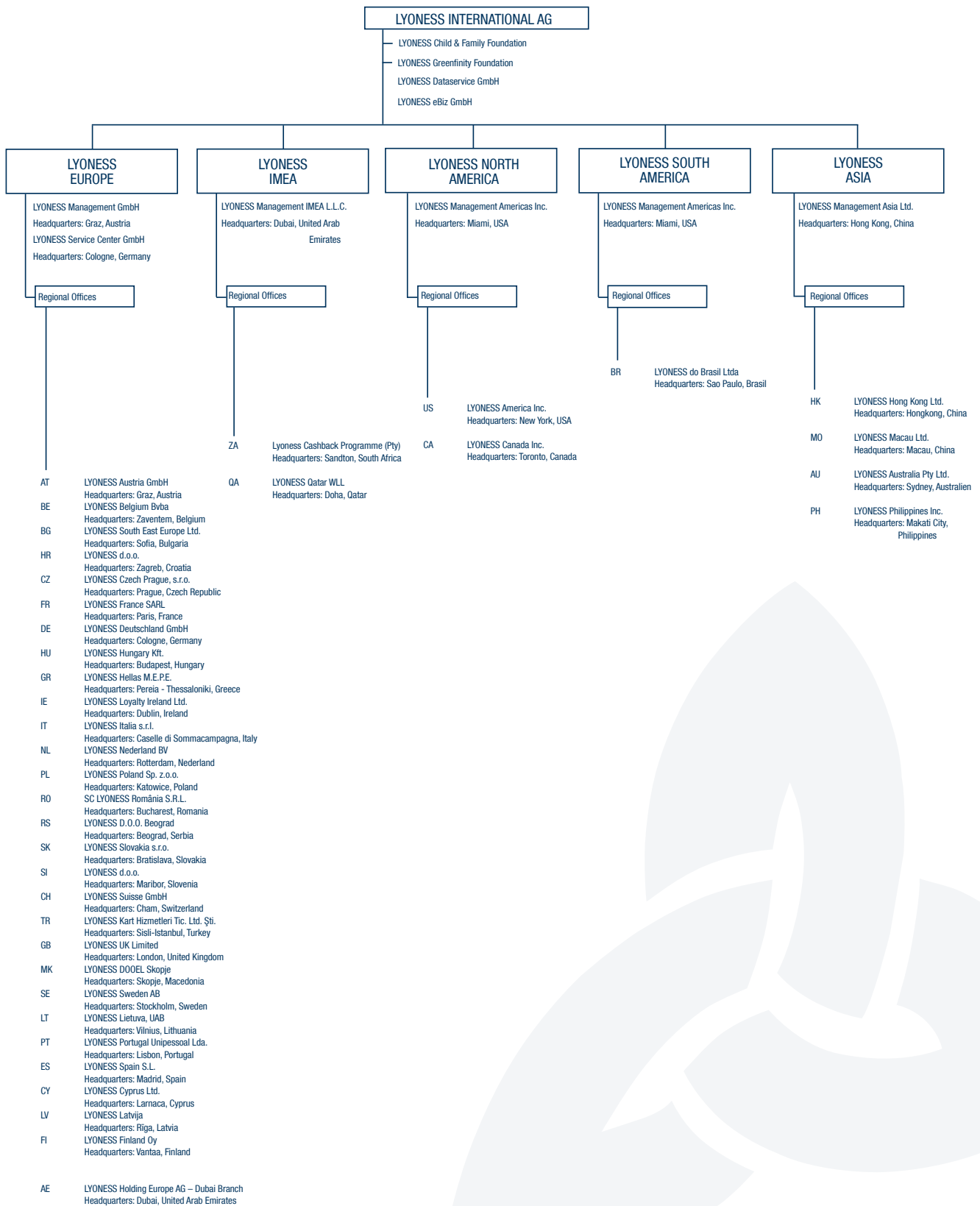
Past Functions:

Managing Director for a marketing agency in the sports sector, media and below the line communications, consultant in the area of loyalty programmes, advisor for brand development, medialisation and emotional branding

Why Lyoness?

“Lyoness differs fundamentally from other loyalty and benefit programmes and holds a great potential because it is unique, both from a marketing and communications point of view. Above all, it is the connection between consumption and the idea of CSR which is fundamentally rooted in the company that makes me want to give the brand “Lyoness” an even bigger international status.”

COMPANY STRUCTURE



CERTIFICATES

With the awarding of the TÜV Rheinland certification and the ISO 9001:2008 conducted by Quality Austria GmbH, Lyoness has achieved an important step with regards to international comparison.

‘A proven service that provides price benefits to a shopping community/CASHBACK’



“Because of voluntarily having promised price benefits reviewed by our experts, Lyoness has shown that they take transparency for members very seriously. After extensive examination, the TÜV Rheinland certificate shows that Lyoness met all requirements regarding compliance with the performance pledge. The company has made a good investment in the documentation of additional quality – tested and confirmed by a neutral body.”

(Olaf Seiche, Director Business Unit Service Sector/TÜV Rheinland)



The ISO 9001 certification sets minimum international standards by which the processes and structures of a company can be defined. Quality management at Lyoness was tested by Quality Austria and awarded the ISO 9001:2008 certification.



As a part of the ISO 9001:2008 certification by Quality Austria, Lyoness was also certified by IQNet as further confirmation of the quality management.



Lyoness Austria GmbH is a member of the business network Leitbetriebe Austria and thus an innovative and sustainable company aligned for economic success. Leitbetriebe Austria is a red-white-red trade mark which 1,000 distinguished Austrian companies are allowed to bear.

The TÜV Rheinland certification applies to Lyoness Europe, the service companies Lyoness Management, eBiz and Data Service, as well as the Lyoness Austria, Lyoness Suisse and Lyoness Deutschland regional offices.

The ISO certification was awarded to Lyoness Europe, the Child & Family Foundation, the service companies Lyoness Management, eBiz, Data-service and Service Center, as well as the European subsidiaries in Austria, Slovakia, Hungary, the Czech Republic, Bulgaria, Romania, Croatia, Germany, Poland, Italy, Serbia, Slovenia, Switzerland, Turkey, the UK, Ireland, the Netherlands, Belgium, Greece and France.