

LyoneSS: Info and Facts

LyoneSS – money back with every purchase

With the founding of LyoneSS Holding Europe AG in July 2003, a unique business idea was established and the customer card of the future was introduced to the market! This single card can be utilised with numerous different partner companies, which reduces the number of cards you need to carry around with you, but increases the cash in your purse. When you utilise the LyoneSS Cashback Card – or shop using the original Cashback coupons, or shop online – at a LyoneSS partner company, you receive money back with every purchase. When you have a minimum of **10 EUROS** in your LyoneSS account, it will be transferred directly to your personal bank account.

LyoneSS Cashback Card – active in 33 European countries by 2012

As well as being active in Austria, LyoneSS Holding Europe AG is active in 20 European countries, and has approximately 350 employees. In Germany, Switzerland, Hungary, Slovakia, Czech, Bulgaria, Romania, Slovenia, Serbia, Croatia, Poland, Italy, Turkey, the UK, Greece, Ireland, the Netherlands, Belgium and France there are currently over 1,5 Mio. registered customers and 18,500 partner companies from different sectors. The LyoneSS international network is planned for 33 European countries. It was founded in July 2009 and, on the 6th of February 2010, LyoneSS Holding America AG started overseas – in the USA and Canada. With the opening of the market in the United Arab Emirates, LyoneSS is already active on 3 continents.

A further advantage for the LyoneSS Cashback Card holders is the friendship recommendation programme (Tell a friend), which is based on a recommendation procedure and enables holders to receive additional earnings for every purchase their new customers make.

LyoneSS is ISO-9001 certified and TÜV-tested

LyoneSS received both the ISO-9001:2008 certification from Quality Austria as well as the certificate from TÜV Rheinland, which is an important step with regards to international comparison.

What was particularly gratifying for CEO Hubert Freidl was the fact that the certification could be performed in an extremely short period of time. This was primarily due to the professional support from Quality Austria and the active participation of all employees during the audits.

Since 2006, nearly a million companies and organisations have received the ISO-9001 certification. Under this international qualification, it is possible to establish criteria to monitor an Organisation and its quality systems, irrespective of the size or sector in which it operates, within a global standard. The ISO-9001 standard is aimed at a uniform terminology. Terms such as requirements, customer satisfaction, product, process, system, quality and quality improvement are defined and are therefore internationally comparable. The Quality Austria, Trainings, Certification and Appraisals GmbH is the market leader in Austria, and is a member of the most important international quality organisations and is active in more than 50 countries. The certification was awarded to Lyoness Holding, the Child & Family Foundation and the service subsidiaries for all countries - Lyoness Management, eBiz and Data Services, as well as all the European subsidiaries.

Moreover, the TÜV Rheinland certification for "A proven service that provides price benefits to a shopping community / CASHBACK" was awarded to Lyoness as the first shopping community in the world. The certification was also awarded to Lyoness Holding, the service companies for all countries - Lyoness Management, eBiz and Data Service, as well as the regional offices Lyoness Austria, Lyoness Suisse and Lyoness Germany. TÜV Rheinland examined the promised price benefits for customers and awarded a neutral certification. This independent and voluntary examination of Lyoness included an analysis of the quality management processes, the complete contract process with partner companies and consumers, as well as customer satisfaction.

The TÜV Rheinland audit means that, in addition to optimising the business processes, customers and partners have additional reliability and orientation. The TÜV Rheinland certification aims to examine the promised Lyoness services, to carry out an independent examination and to monitor compliance periodically. This certification was also successfully concluded within a very short time. TÜV Rheinland is a leading international services company with 490 branches in 61 countries on all continents with the philosophy and guiding principle "development of sustainable safety and quality".

As part of the ISO-9001:2008 certification by Quality Austria, Lyoness was also awarded the internationally recognised IQNet certification. The IQNet company was founded in 1990 and has its Head Office in Switzerland. It is an international umbrella organisation of national market leader accredited system certifiers and has 40 partner countries worldwide.

The IQNet certification is awarded together with the ISO-9001 and ISO-14001 by the relevant national representatives, for example Quality Austria. To date IQNet partners have given more than 310,000 certificates in 150 countries and represent a global market share of approximately 30%. The IQNet partners meet regularly to exchange worldwide experience regarding standards and guidelines. Around 17,000 auditors and experts are constantly trained regarding national and international specifications. IQNet certificates are recognised worldwide and are highly valued, particularly in Eastern Europe, including Russia and Asia.

For detailed information regarding Lyoness, please visit our website: www.lyoness.ag.