

Press Information

www.lyoness.net | presse@lyoness.ag



Geprüfter
Preisvorteil



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One Man – One Idea

Hubert Freidl, Founder and CEO of Lyoness International AG



Born:	29.01.1972
Education:	Trained wholesale dealer
Children:	Dominic Miguel
Hobbies:	Playing the accordion and the piano, quad biking

The trained wholesale dealer, **Hubert Freidl**, Founder and CEO of the Lyoness International AG, was born in Graz in 1972. Since his youth he has achieved his visions through enthusiasm and strength of purpose. After he had become a self-employed business man at the age of 23, he put his strengths and qualifications to good use in the insurance and development of software field, for firms throughout Europe.

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.

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

The ambitious businessman has a vision to establish the Cashback Card as the strongest benefit card in Europe. His success so far proves he’s on the right path.

Hubert Freidl has not only founded a company, he has also created a shopping community, a social network and also the possibility for all participants to earn money and to help people in need.

Lyonesse: An idea sweeps the world

Since it was founded in July 2003, Lyonesse has taken over the international market: Today, the Lyonesse shopping community has over 1.8 million members in 21 European countries, the USA and Canada, as well as the Middle East and South Africa. It also has over 150,000 points of acceptance from 18,500 loyalty partners.

The Lyonesse Cashback Card – The benefit card of the future! With its business idea, Lyonesse International AG – which was founded as Lyonesse Holding Europe AG in July 2003 – has offered the benefit card of the future since its founding! It connects members and loyalty partners together as an independent shopping community. When you shop and utilise the Lyonesse Cashback Card, vouchers/coupons, electronic vouchers (Mobile Cashback) or if you shop online with Lyonesse loyalty partners, you receive money back with every purchase – country and sector spanning.

The Guiding Principle: “Together we are strong!” This motto is true for many aspects of life. Hubert Freidl, Founder and the CEO of Lyonesse International AG, developed a business idea 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 an enormous shopping force that members get money back with every purchase.

It didn't take long to become a success: Within the first year, the Lyonesse community already had 7,600 members. The constantly growing number of members quickly showed that Hubert Freidl had found a gap in the market.

The international set-up: The set-up of the Lyonesse network is planned for 33 countries in Europe, as well as the Middle East, Africa, Asia and South America. 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, the United Arab Emirates and South Africa have already been put in place successfully. With the founding of Lyonesse America Inc. in July 2009, and its opening on the 6th of February 2010, Lyonesse has also laid the foundation stones for further success overseas – in the USA and Canada.

TÜV proved price benefit and ISO-9001 certification

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.

TÜV Rheinland examined the promised price benefits for members and awarded a neutral certification. This independent examination of Lyoness included an analysis of the quality management processes, the complete contract process with loyalty partners and members, as well as member satisfaction.

TÜV Rheinland awarded the certification for „A proven service that provides price benefits to a shopping community / CASHBACK“ to Lyoness as the first shopping community in the world and the service subsidiaries for all countries - Lyoness Management, eBiz and Data Service - as well as the regional offices Lyoness Austria, Lyoness Suisse and Lyoness Germany.

The TÜV Rheinland certification aims to examine the promised Lyoness services, to carry out an independent examination and to monitor compliance periodically.

“With the voluntary review of the promised price benefits by our experts, Lyoness has shown that they take transparency for members very seriously. The TÜV Rheinland certificate shows that, after extensive examination, Lyoness met our requirements in terms of compliance with the performance pledge. The company has made a good investment with additional quality for the documentation – tested and confirmed by a neutral body.” (Olaf Seiche, Director Business Unit Service Sector / TÜV Rheinland)

The ISO-9001 is the most successful management standard worldwide and defines customer, process and employee orientation as essential quality requirements.

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 Europe AG, all European regional offices, the Child & Family Foundation, the service subsidiary for all countries - Lyoness Management, eBiz and Data Service.

As part of the ISO-9001:2008 certification by Quality Austria, Lyoness was also awarded the internationally recognised IQNet certification. The IQNet certification is awarded together with the ISO-9001 and ISO-14001 by the relevant national representatives, for example Quality Austria.

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Lyonesse: Vision, philosophy, values

The success and the future of a company is based on its vision and philosophy. Common values and strategically defined goals keep an organization together and enable it to head in the right direction.

Our vision:

- more time to enjoy life
- financial independency
- additional earnings
- the most utilised benefit card in Europe
- the largest international loyalty partner and member network
- to preserve more than 1 Mio. lives a day

Our philosophy:

Together we can achieve even more!

- More money for each person
- More revenue for the loyalty partners
- Great opportunities for people in need

With Lyoness, members, loyalty partners and the Lyoness Child & Family Foundation create a unique Win-Win-Win-situation. The focus is particularly on the support of socially disadvantaged people. This basic idea is not only visible in the daily business procedures, trainings, or information events, but also in various charitable activities of the Child & Family Foundation which support social projects and sports events.

Our values:

- Striving for perfection
- Independency
- Clear and open communication
- Shared business success

Lyonesse Child & Family Foundation

Preserving life through education

Earn a profit with Lyonesse and also help others:

Every penny spent supports the social projects of the Lyonesse Child & Family Foundation

In the middle of 2007 Lyonesse decided to launch a charity that could benefit from the huge Lyonesse shopping community and in May 2008 the Lyonesse Child & Family Foundation was born. Active use of the Lyonesse Cashback Card, the original vouchers/coupons, the Cashback Online Shopping and the Mobile Cashback not only saves money, but also supports people in need with every purchase made: A part of these sales goes automatically to the Lyonesse Child & Family Foundation and helps them to realise social projects.

The aim of the Lyonesse Child & Family Foundation is to help people in need to get qualifications to improve their lives. Lyonesse members are not only part of a huge shopping community but also active partners in a strong social network.

Help at home and around the world

The Lyonesse Child & Family Foundation knows no boundaries. Poverty is not only on your own front doorstep, but the world over. For this reason the Lyonesse Child & Family Foundation splits the donations: 50% remains in the country and is used to help people in need get qualifications and offer security. The other 50% goes towards international projects.

“I am really pleased that it took such a short time to get from the idea stage to actually making a difference” says Hubert Freidl, the CEO of Lyonesse International AG regarding the foundation of the Lyonesse Child & Family Foundation. “Preserving life through education” – that is the philosophy that we, together with our partners, want to achieve and to make a real lasting difference for people in need.”

Corporate Social Responsibility

The social responsibility of a company for what is happening in the world – with Lyonesse this is connected with a unique quality and dynamic: It's not only the signature at management level that makes it possible to help people live a dignified life, but also every single person that enjoys the benefits of Lyonesse. Lyonesse is much more than just a company: Lyonesse takes responsibility for their employees'



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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 partner can enjoy being part of such a responsible shopping community, knowing that they are benefiting others and are thinking of their fellow men.

International Projects

A school as a social meeting place for young and old.

In 2010, the Foundation has committed itself to a special international project: Under the title “Lyoness Education Programme”, a school will be built in its own grounds in Honduras, the second poorest country in Central America. This project will serve as an adult training centre and a social meeting place.

Help for orphans in Tanzania

The Child & Family Foundation enabled the start of the building of two orphanages in Tanzania by donating 70,000 Euro. Lyoness decided that, together with the international help organisation “Youthcare International“, they would help to build the orphanages that will give 80-100 children a safe place to live. To date, one of the orphanages is complete, one of them is a shell, and two planned houses are still to be started. 48 children now have a safe refuge.

3 Projects for children and their future in Mexico

In accordance with the philosophy “help others to help themselves“ the Lyoness Child & Family Foundation has been supporting another project in Mexico.

- **Dining hall in Santa Maria**

Just 5 minutes away from Santa Fé lies Comedor Santa Maria, a dining hall for children of all ages who can't get healthy and nutritional food at home. 150-200 children are provided for daily – from baby bottles to full nutritional meals for school children.

- **Temporary orphans – Infant Foundation**

At the Infant Foundation children and young people, whose parents are imprisoned, find a refuge when there would otherwise be no one to care for them. More than 40 boys and girls live together in a huge house with two professional Carers – some for just a few weeks, some for several years. There is a school not too far away which the children attend. With qualifications, once the children leave the Foundation they will have the necessary skills to give them a head start in their lives.

• Best education with the Meyalli-School Concept

In the school association Civil Meyalli children have the opportunity to get a real career. The main aim of the school is to give the children independence.

National Projects

- Fostering the intellectual and physical abilities of citizens with special needs (Slovenia)
- Preparation for Life – Community, Integration and Independence on Four Wheels (Romania)
- Sport with the parents in Bucharest (Romania)
- For a school with a feel of home – Support for Skola Specialni in Ostrava (Czech Republic)
- Support for the general early intervention for children and adolescents with no insurance and to provide cover in the SRK Therapy Centre (Switzerland)
- A place to feel good! Together, we support „The Smile of the Child“ with heart and mind (Greece)
- Disabled Dancers Compete in Dance World Championships (Slovakia)
- Drawing Competition on International World Children's Day (Romania)
- “As High as the Sky” - Festival & Art Course for children (Hungary / Romania)
- “Strong as a Bear” – Prevention Against Child Abuse (Austria)
- Flood Help from the Community (Hungary)
- Education as a Bridge to a New Life (Slovakia)
- Children Help Children (Poland)

A bike for a good cause

“Rolling for Charity“ is another Child & Family Foundation project. By renting the designed Harley-Davidson Fat Boy, money is raised with every kilometer, and this will go towards helping the Child & Family Foundation projects. This Charity Bike was stripped down to basics and given a special tuning. As well as being impressive as a motorbike, the Fat Boy also looks fantastic – the Child & Family Foundation design was artistically airbrushed onto the bike. This exclusive motorbike, a symbol of the philosophy as well as a means of transport, will be used for big Lyoness events and can be hired from Clocktower Harley Davidson & Buell Graz, on Kärntnerstraße.

And a song for a good cause

The song “The Miracle of Lyoness”, sung by Nina Stern, not only reflects Lyoness with its contents, and proves the Lyoness philosophy of a community being strong together, but also raises money for the project in Honduras. Every download and every purchase of the CD goes directly to the Foundation.

Each Project chosen by the Lyoness Child & Family Foundation, is chosen using the following criteria, which ensures a fair decision process:

- Compliance of the philosophy and the principles of the Foundation
- Assurance that it reaches the targeted people (families, groups, communities etc., not single individuals)
- Feasibility of the project with regard to time, place, financial and other resources
- The transparent need and urgency of the projects
- Long-term, sustainable benefit for the recipients and for the geographical surroundings
- Complete submission of the documents

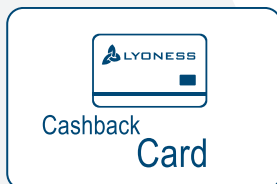
For a project to be considered by the Lyoness Child & Family Foundation, an application must be made via the application form online, in either German or English.

Contact Foundation

Mag.(FH) Nina Passegger
Director Lyoness Child & Family Foundation
c/o International Office Foundation
Kärntnerstraße 9, A-8020 Graz
Tel.: +43 (0) 316 / 70 77 681
Mobile: +43 (0) 664 / 34 56 883
Fax: +43 (0) 316 / 70 77 17
E-Mail: office@lyonessfoundation.org
www.lyonessfoundation.org

Four Types of Shopping

By paying with the Cashback Card, vouchers/coupons from Lyoness loyalty partners or with electronic vouchers/coupons, members can receive 1-2% of the value of their purchase in their personal cash account. Since April 2009 they can also enjoy the Lyoness benefits via Online Shopping. Once they have reached a minimum of € 10 in their cash account, this will be transferred to their personal bank account. If someone recommends the Lyoness benefits, as recommender he will receive 0.5% of the purchase value of all purchases made by the new member through Lyoness (Friendship Bonus).



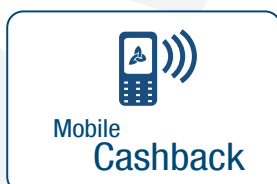
- You earn cash with every purchase made using the Cashback Card.
- Just present your Cashback Card at the till before paying.



- Order vouchers/coupons in writing, by telephone or online.
- Pay via your Lyoness shopping account and get cash back on your account.
- Ordering original partner vouchers/coupons online is quick and easy in the Lyoness Store – covering all your monthly needs!



- Log onto www.lyoness.net and choose online partners!
- Do your shopping and get cash back on your account!

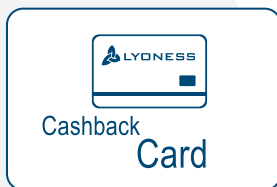


- Just download the Lyoness App at m.lyoness.ag.
- Manage your shopping account on your smartphone.
- Order vouchers/coupons directly on your telephone.

International Loyalty Partners

LyoneSS operates throughout Europe with more than 150,000 points of acceptance from 18,500 loyalty partners, including over 2,100 in Austria alone. As a LyoneSS member, you can receive the benefits of LyoneSS with four different shopping types:

Amongst others, with the LyoneSS Cashback Card you can shop with the following loyalty partners (overview - from different countries):



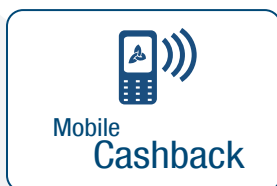
- **bauMax** (HR)
- **Carrefour** (RO)
- **Cordial** (AT, IT)
- **Europcar** (AT)
- **Gulliver's Reisecenter** (AT)
- **Hanlo** (SI, AT)
- **John Garfield** (SK)
- **kika** (AT, SK, CZ, HU, RO, RS, HR)
- **Praktiker** (HU, RO)
- **Sports Experts** (AT, DE)

Here are some of the loyalty partners with whom you can shop using vouchers/coupons as payment (overview - from different countries):



- **Arcadia Group** (UK, IE)
- **Billa** (BG)
- **Hervis** (RO, HU)
- **Humanic** (AT, HU, SI, CZ)
- **Lidl** (AT, SI)
- **Media Markt** (PL, HU)
- **Müller** (AT, DE, SI, HR, CH, HU)
- **OMV** (AT, BG, RO, DE, HU, SK, CZ)
- **Palmers** (AT, SI, CH)
- **Vögele** (AT, HU, SI, CZ)

Here you can use electronic vouchers/coupons (Mobile Cashback) as payment.



- **Gulliver's Reisecenter** (AT)

Here are a few of the Online Loyalty Partners that you can choose to shop with from the comfort of your own home (overview - from different countries):



- AbeBooks
- Apple Store
- babywalz
- Blue Tomato
- Crocs
- DELL
- dress-for-less
- eBooks
- Foto.com
- Fujitsu
- GUESS
- herrenausstatter.de
- Hotels.com
- HSE24
- Humanic eShop
- inkClub
- Jollydays
- KDC.pl
- La Redoute
- Madeleine Mode
- Mall.cz/sk
- MEDION
- MountVacation
- myToys
- neckermann.de
- Netfinancie.sk
- Nix-wie-weg.de
- Office Depot
- Otel.com
- OTTO
- Parfummania
- PIXmania
- QUELLE
- ReifenDirekt
- RIU Hotels
- Rossmann Versand
- SCHLECKER
- SIXT
- Skype
- SONY
- Strellson
- 5pik.si
- The Body Shop
- Tommy Hilfiger
- Tom Tailor
- Travel24.com
- Universal
- Viking Office Products
- walzkidzz
- weg.at
- zalando.de
- zooplus
- PUMA
- C&A

Lyoness Online Shopping

The Lyoness Online Shopping portal doesn't just offer the quickest and simplest type of shopping, but also the most flexible: To be able to shop daily, with no time limits, from all sectors and receive money back – that is the unique Lyoness Online Shopping recipe for success. Lyoness currently offers its members money back on over 110 million products and services internationally!

The Lyoness Online Shopping portal has enjoyed ever increasing favouritism since it started in 2009. The high standards in the selection of loyalty partners guarantee the excellent quality of the online stores, of which there are currently more than 2,200. The main focus is also to guarantee a huge number of different sectors. Amongst the loyalty partners are companies such as Universal Versand, the computer specialist Dell, HSE24, Humanic and the traditional trading company Walz, with its online portals babywalz and walzkidzz, and many more.

Two of the international figureheads of the online shopping portal are the two catalogue companies OTTO Versand and Universal Versand. OTTO is one of the biggest catalogue companies in the world, and in Austria it is the epitome of the extensive and diverse range of contemporary fashion, popular brands and the newest trends. Universal has the biggest possible range in all sectors – as well as fashion, the Salzburg company also offers household articles and furnishings, entertainment electronics, sport items, games and practically everything else!

To ensure that you receive your money back when shopping online, simply login to the Lyoness website under www.lyoness.net, click on the online shop of your choice and you will immediately be recognised as a Lyoness member. After full payment has been made, the reimbursement will be transferred to your account.

The Online Shopping portal is managed by Lyoness eBiz GmbH, under the leadership of Director Bernhard Koch. He and his young, creative team were responsible for implementing the Online Shopping portal within a tight deadline, in order to provide a unique shopping experience for Lyoness members. A particular highlight are the special and exclusive offers for the Lyoness Community, enabling members to profit even more with Lyoness.

The Lyoness European Online Shopping market has now been expanded to 36 countries. With the new countries Belgium, Ireland and France coming onboard, the eBiz Team has succeeded in opening up practically the whole of Europe to the Lyoness online market. A successful start has also been made in the USA and Canada. With the opening of the online market in the United Arab Emirates, the eBiz Team has also extended their activities into the Middle East and South Africa.

With their ideas, the eBiz Team has already achieved a lot and, with their creative concepts and technical know-how, over 1.15 billion people can profit from the benefits of Lyoness Online Shopping.

LyoneSS: Info, Facts, Goals

INFO & FACTS

Members:	1,8 Mio.
Service-Employees:	350
Regional Offices:	LyoneSS International AG <ul style="list-style-type: none"> • LyoneSS Europe AG 21 Regional Offices • LyoneSS America Inc. 2 Regional Offices • LyoneSS IMEA S.A. 2 Regional Offices
Founding year:	2nd July 2003 (LyoneSS Europe AG) 2nd July 2009 (LyoneSS America Inc.) 20th May 2011 (LyoneSS IMEA S.A.)
Loyalty Partners:	18.500
Points of acceptance:	150.000

As of: 07-2011

GOALS

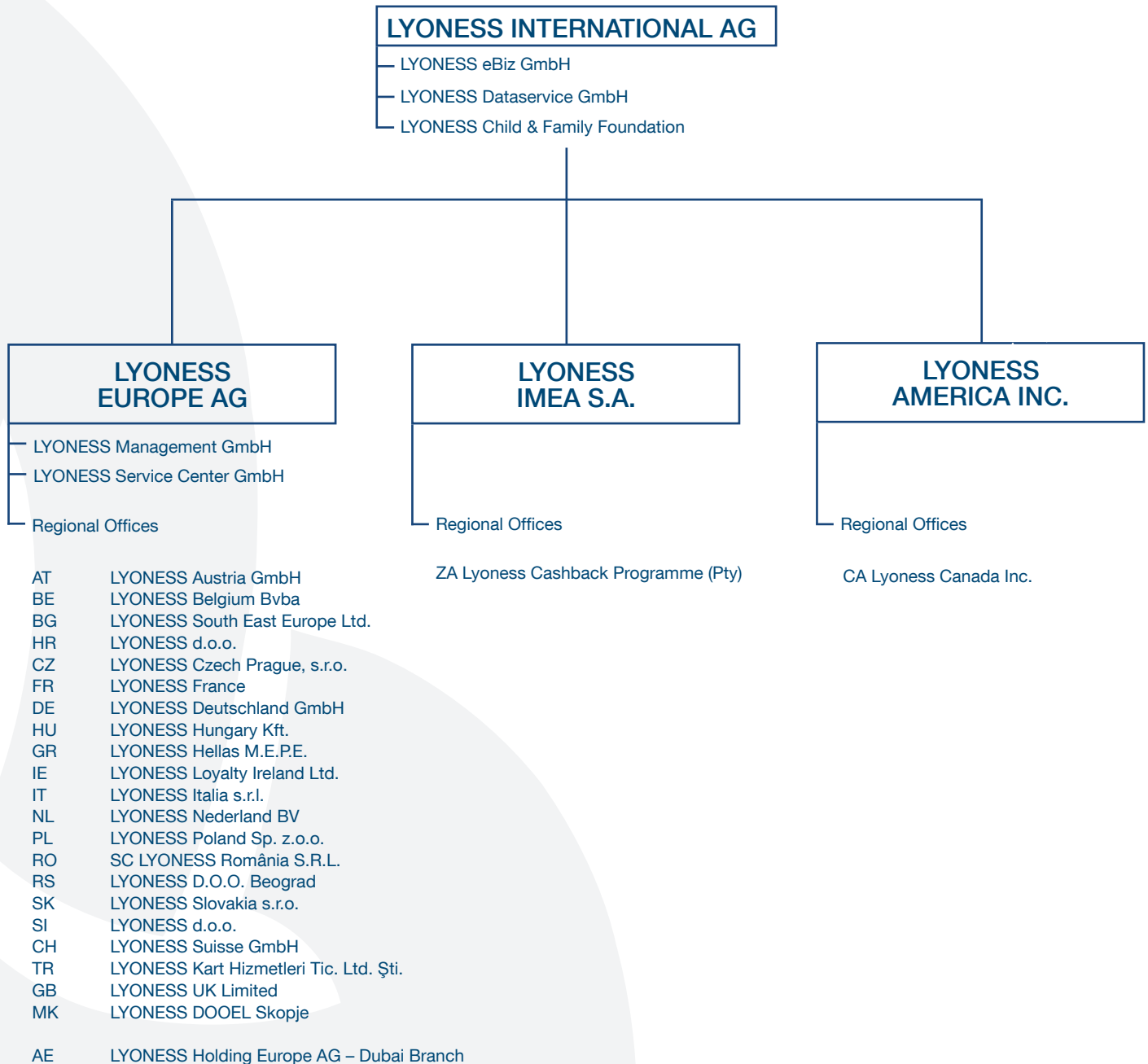
The strategic goals by 2015:

- active in 33 European countries, the Middle East, Africa, Asia, South America
- member network: 5% of the European population utilising the LyoneSS Cashback Card

The strategic goals by 2020 :

- number 1 in the world market

International Company Structure



Lyonesse International AG



Hubert Freidl

Founder & CEO / President of the Board

Past Functions:

Trained wholesale dealer, self employed
in the insurance sector and software development

Why Lyonesse?

“Our community offers everyone the chance to profit through their own purchases as well as 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 desire. The guiding principle of the Foundation is based on the principle which best characterises Lyonesse, as well as me: to take responsibility for what happens in the world. The Foundation is everywhere, where our help is most needed. And this means: every member and every loyalty partner can be proud to say that, with their own success, they are also doing something good for others!”

Lyoness Europe AG



DI Erwin Hüsler

President of the Board

Member of the Board – Lyoness International AG

Vice President of the Board – Lyoness Child & Family Foundation

Past Functions:

Consultant of international business groups in Europe, South America and Asia
 Member of the Board – Lyoness Holding Europe AG

Why Lyoness?

“I first heard about Lyoness in 2004 and was immediately caught up by Hubert’s enthusiasm. I could literally feel the incredible potential of the business model and the power of the idea. The last few years have shown me that there are still unprecedented opportunities before us. I am convinced that we have only just started this journey. Lyoness is on an international path to success, with no end in sight – on the contrary! I am currently the longest serving Member of the Board – and I live Lyoness day to day!”



Alexander Lerch

Vice President of the Board

General Manager – Lyoness Management GmbH

Past Functions:

Managing Director – XXXLutz GmbH
 Managing Director – Lyoness Austria GmbH
 Project Manager – Lyoness Business Development

Why Lyoness?

“Lyoness has fascinated me since 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 that is especially beneficial to those in need. Shopping together, profiting together, helping together – this is a combination that sets new standards.”



Marko Sedovnik

Member of the Board

Regional Director – Lyonesse Slovenia, Croatia, Serbia, Slovakia, Czech Republic

Past Functions:

Self employed business man in the service industry, retail and wholesale trade,
 Managing Director – Lyonesse Slovenia, Slovakia, Croatia

Why Lyonesse?

“When I heard about Lyonesse, it became clear that this idea would prevail – and far beyond the borders of Europe. More and more people are recognising that only with a community can one achieve success on this scale. Every Lyonesse member has the opportunity to initiate change and make a difference, not only for themselves, but for others as well. What is special about Lyonesse 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!”



Boris Lesjak

Member of the Board

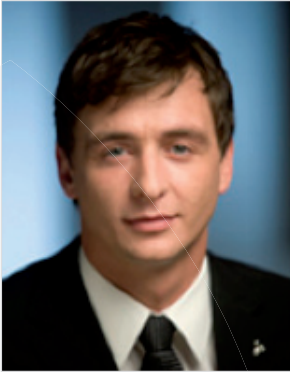
Regional Director – Slovenia, Croatia, Switzerland, Romania, Hungary, Greece

Past Functions:

Sales Manager – Lyonesse Slovenia
 Managing Director – Lyonesse Switzerland

Why Lyonesse?

“I was convinced by the Lyonesse idea from the first moment and I have completely dedicated myself to it since then. The Lyonesse community provides unprecedented opportunities for those who are actively involved, as well as for people who are dependent on the assistance of others. For me, personally, the humanitarian and charitable activities that we take part in have a particularly high priority. We focus our efforts on socially deprived areas, which are outside the public’s attention. With this approach, we have initiated a completely new way of thinking about business.”



Werner Kaiser

Member of the Board

Sales Director Europe, Middle East & Africa

Past Functions:

Self employed Sales Trainer,
6 years experience in direct sales

Why Lyoness?

“Since the beginning, the Lyoness idea struck an emotional chord with me that has accompanied me day and night. I immediately saw this approach as ground-breaking, and my feelings were confirmed: as a community of responsible consumers we are able to provide a critical impulse to create attention and to actively intervene 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 Dubai, we have launched ourselves in the African market. I look forward to this new area of responsibility with great joy. Celebrating success together, doing good together – we stand up for this idea.”



Markus Hendrich

Member of the Board

Managing Director – Lyoness Dataservice GmbH

Past Functions:

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

Why Lyoness?

“Lyoness not only fascinates me immensely personally, but from a technical standpoint, it is also a very attractive concept. Lastly, the rapid expansion of markets will present ever-changing challenges to the IT infrastructure. The ever-growing number of members, loyalty partners and employees require tailor-made and innovative IT solutions. The ISO, TÜV and IQNet certifications have now set the course for the next few successes. These put us in an ideal situation to achieve our ambitious goals on the international market. Our ambition to make Lyoness the number one shopping community in the world is therefore within reach.”



Bernhard Koch

Member of the Board

Managing Director – Lyoness eBiz GmbH

Past Functions:

Self employed business man 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, in a literal sense, ‘magically’ drew me to it in the first place – and, in the last few years, they have increased substantially. No wonder others are in awe at the speed with which we implement our plans. 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.”



Rudolf Knittelfelder

Member of the Board

Director – Key Account Management

Past Functions:

Managing Director of a fashion company, entrepreneur

Why Lyoness?

“When I was introduced to Lyoness a few years ago, I had a feeling that this business model could make a difference. I was thrilled by the excellent opportunities for both small and medium sized companies, as well as the big chains. Since then, my expectations have not only been met, but surpassed. Lyoness has clearly discovered a gap in the market – the potential for this idea is not even close to being exhausted.”

Lyoness Management GmbH



Silvia Weihs

Head of Public Relations

Past Functions:

Leader of an Advertising and Marketing Department,
independent PR-Counsellor,
Promotion Manager, Management & Department Manager
of Marketing & PR in a private bank

Why Lyoness?

“I’m positive that Lyoness is the future of shopping. In the last few years the fantastic idea and the revolutionary business philosophy have found worldwide popularity, and they really inspire people. More and more members trust us and enjoy the feeling of being part of a community that thinks of its fellow men. The development in recent years shows that we are on the right track and that our communication is doing its job, even across country borders. Now we just need to maintain the success and unleash the same passion in all new countries.”

Printable material can be found on our FTP-Server, please visit the website:
<ftp://lyoftp.lyoness.at> via the Internet Explorer.

For the FTP-Client, please use following access ID codes

Username: lyoness_pr
Password: 1Lyo2Pr3