

Press Information

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Contents

01 - One Man – One Idea	3
02 - Lyoness: A sweeping Idea	4
03 - Lyoness: Vision, Philosophy, Values	6
04 - Lyoness Child & Family Foundation	7
05 - Four Types of Shopping	11
06 - International Loyalty Partners	12
07 - Lyoness Mobile Cashback & Online Shopping	14
08 - Lyoness: Info, Facts, Goals	15
09 - Company Structure	16
10 - Management	17

One Man – One Idea

Hubert Freidl, Founder and CEO of Lyoness International AG



Born:	29.01.1972
Education:	Wholesale businessman
Children:	Dominic Miguel
Hobbies:	Playing the accordion and the piano, quad biking

Hubert Freidl, skilled wholesale businessman and founder and CEO of the Lyoness International AG, was born in Graz in 1972. From an early age he has achieved his visions through enthusiasm and determination. After he had become a self-employed businessman at the age of 23, he applied his skills and strengths in the fields of insurance and software development to much success, for firms throughout Europe.

The company name “Lyoness“ comes from Hubert Freidl’s personal interest in Celtic mythology and was chosen with reference to the legendary kingdom of Lyonesse.

“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 is on the right path.

In founding Lyoness, Hubert Freidl has created a company which functions as a shopping community, loyalty programme and social network. All its participants have the opportunity to earn money and at the same time help people in need.

Lyoness: A sweeping Idea

Since it was founded in July 2003, Lyoness has captured the international market: Today, Lyoness as a shopping community and loyalty programme has about 2 million members in 26 European countries, the USA and Canada, as well as the Middle East, South Africa and South America. It also has more than 150,000 points of acceptance from 20,000 loyalty partners.

The Lyoness Cashback Card – The benefit card of the future! The Cashback Card connects members and loyalty partners as an independent shopping community and loyalty programme. When shopping either with the Lyoness Cashback Card, mobile vouchers/coupons (Mobile Cashback), original vouchers/coupons or when shopping online with Lyoness loyalty partners, members will receive money back with every purchase - across every branch and country.

The Guiding Principle: “Together we are strong!” This motto is true for many aspects of life. Hubert Freidl, Founder and the CEO of Lyoness International AG, developed a business idea based on this philosophy. In 2001 the wholesale businessman had the idea of creating a union of like-minded people to form a shopping community. This shopping community has such an enormous buying power that every member receives money back with their purchases.

It did not take long to become a success: Within the first year, the Lyoness 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: Until 2015, the set-up of the Lyoness 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, Lithuania, Sweden, Spain, Portugal, Cyprus, the United Arab Emirates, South America and South Africa have already been put in place successfully. With Lyoness America Inc. Lyoness has also laid the foundation stones for 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 price benefits promised to members and awarded a neutral certification. This examination was carried out independently and included an analysis of quality management processes, all processes concerning contracts 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 Dataservice - 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.

“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 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. It is active in more than 50 countries. The certification was awarded to Lyoness Europe AG, all regional offices existing at the time of the certification process, the Child & Family Foundation, the service subsidiary for all countries - Lyoness Management, eBiz and Dataservice.

As part of the ISO 9001:2008 certification by Quality Austria, Lyoness was also awarded the internationally recognised **IQNet certification**. IQNet based in Switzerland is an international umbrella organisation of national market leaders in the business of accredited system certification, and has 40 partner countries around the world. The IQNet certification is awarded together with the ISO 9001 and ISO 14001 by the relevant national representatives, for example Quality Austria.

Contact Information:

Silvia Weihs
Lyoness Management GmbH
Tel.: +43-(0)664-85 55 241
Email: presse@lyoness.ag



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 independence
- 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 Lyonesse, members, loyalty partners and the Lyonesse Child & Family Foundation create a unique win-win situation. The focus is particularly on supporting 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
- independence
- clear and open communication
- shared business success

Lyonesse Child & Family Foundation

Preserving life through education

Earn a profit with Lyoness and at the same time help others.
Every penny spent supports the social projects of the Lyonesse Child & Family Foundation

In the middle of 2007, Lyoness decided to launch a charity that could benefit from the huge Lyoness shopping community and in May 2008 the Lyonesse Child & Family Foundation was born. Active use of the Lyoness Cashback Card, the mobile vouchers/coupons (Mobile Cashback), the original vouchers/coupons and Online Shopping 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. Lyoness 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 as to how quick the idea came into fruition”, says Hubert Freidl, the CEO of Lyoness 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 with.”

Corporate Social Responsibility

The social responsibility of a company for what is happening in the world – with Lyoness this is connected with a unique quality and dynamic: It is 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 Lyoness. Lyoness is much more than just a company: Lyoness 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 people.

International Projects

Education as a Foundation for a Better Future (Philippines)

Most schools in the Philippines are in dire need of improvement and barely capable of accepting about one million children that are beginning their education. The Foundation together with "KinderHilfe Philippinen e.V." is renovating the San Roque Elementary School located in the South of Leyte. Thus, quality of teaching and thereby quality of life will be improved. All in all, long term changes of awareness together with community building should be achieved and social solidarity should be strengthened, as education is the way out of poverty.

A School as a Social Meeting Place for Children, Youths and Adults (Honduras)

From 2010 to 2012 the Foundation has committed itself to a special international project: The first Lyoness School is being built in La Ceiba, Honduras, the second poorest country in South America. A school complex providing access to education for 350 children from an impoverished background is being built. This is part of the implementation of the "Lyoness Education Program". Sustainable improvement of living conditions will be achieved by education in the interests of helping others help themselves.

Aid for Orphans (Tanzania)

By building two orphanages in Ifakara, Tanzania the Child & Family Foundation in cooperation with "Youthcare International" will provide a safe home to 80 to 100 children. By now, one house has been completely finished and the other is under construction. 48 children can already be accommodated and receive care at the location.

National Projects

- Providing school supplies and clothing for the orphanage in Wola Gałęzowska (Poland)
- „A place to promote education“ – providing classroom equipment for the primary school Dimitrije Tucovic in Kraljevo (Serbia)
- „Independence on Four Wheels“ – equipping the Special School Nr. 2 in Ploiesti with a training kitchen and a school bus (Romania)
- Doing restoration work and installing barrier-free sanitary facilities for the Skola Specialni in Ostrava (Czech Republic)
- Supporting the general early intervention for children and adolescents who haven't got insurance and do not have their treatment costs covered, in the SRK Therapy Centre Buchs (Switzerland)
- Supporting the children's home „The Smile of the Child“ in Thessaloniki (Greece)
- Implementing an educational programme in the Children's Home Tuškanac, teaching life basics necessary for managing everyday life independently (Croatia)
- Providing support to the „Broward Children's Center“, creating new learning and therapy spaces (USA)
- „Education as a bridge to a new life“ – supporting the Centrum Dorka in Košice (Slovakia)
- Fostering intellectual and physical abilities of citizens with disabilities in the workshops Sožitje in Maribor (Slovenia)
- „Fly for kids“ – Children Flying Day for seriously ill and socially vulnerable children in Hohenems (Austria)

A bike for a good cause

“Rolling for Charity“ is another Child & Family Foundation project. By renting the designed Harley-Davidson Fat Boy, money which will go towards helping the Child & Family Foundation projects is raised with every kilometer. 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 elaborately airbrushed onto the bike. This exclusive motorbike will be used for big Lyoness events and can be hired from Clocktower Harley Davidson & Buell Graz, on Kärntnerstraße.

A song for a good cause

The song “The Miracle of Lyoness”, sung by Nina Stern, not only reflects Lyoness as regards content, proving also its 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.

How projects are installed

Each project submitted to the Lyoness Child & Family Foundation is chosen according to the following criteria, which ensures a fair decision process:

- The projects have to be in compliance with the philosophy and the principles of the foundation
- It has to be made sure that it reaches the required target groups (families, groups, communities, etc., not single individuals)
- Feasibility of the project with regard to time, place, financial and other resources
- It has to be made clear why projects are necessary and urgent
- Long-term, sustainable benefit for the recipients and for the geographical surroundings
- The documents which are handed in have to be complete

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.

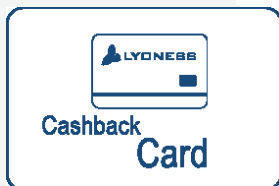
Contact Foundation

Mag.(FH) Nina Passegger
Director Lyoness Child & Family Foundation
c/o International Office Foundation
Kaerntnerstraße 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

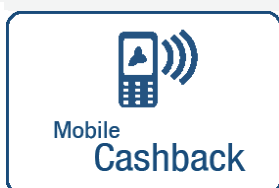
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Four Types of Shopping

By shopping and using the Cashback Card, mobile vouchers/coupons (Mobile Cashback), original vouchers/coupons or if you shop online with Lyoness loyalty partners, 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.



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



- Simply visit the mobile portal at m.lyoness.net or download the Lyoness App for iPhone, iPad or Android smartphones
- Purchase and redeem mobile vouchers/coupons (Mobile Cashback)
- Search for Loyalty Partners, map the results and display route
- Manage your Lyoness personal account directly via your smartphone



- 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



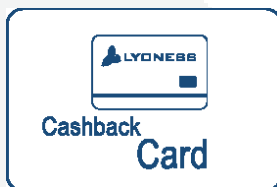
- Log onto www.lyoness.net and choose online partners
- Do your shopping and get cash back on your account

* This amount can vary in different countries.

International Loyalty Partners

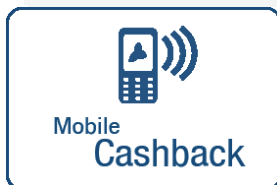
Lyonesse operates throughout Europe with more than 150,000 points of acceptance from 20,000 loyalty partners, including over 2,700 in Austria alone. Lyonesse members can receive the benefits of Lyonesse by profiting from four different types of shopping.

Amongst others, with the Lyonesse Cashback Card you can shop with the following loyalty partners:*



- **bauMax** (HR)
- **huis clos** (FR)
- **Zielpunkt** (AT)
- **Europcar** (AT)
- **KB Expert** (CZ)
- **Hypernova** (SK)
- **kika** (AT, SK, CZ, HU, RO, RS, HR)
- **Praktiker** (HU, RO)
- **Alpine Pro** (CZ)
- **Müller** (AT)

Here you can use mobile vouchers/coupons (Mobile Cashback) as payment:*



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

Here are some of the loyalty partners with whom you can shop using original vouchers/coupons as payment:*



- **BOOTS** (UK, IE)
- **SPAR** (SI)
- **Hervis** (RO, HU)
- **Humanic** (AT, HU, SI, CZ)
- **Lidl** (AT)
- **Carrefour** (UAE)
- **Media Markt** (PL, HU)
- **C&A** (AT, PL)
- **OMV** (AT, BG, RO, DE, HU, SK, CZ)
- **Vögele** (AT, HU, SI, CZ, PL)
- **ASDA** (UK)

The following is a selection of some of the Online Loyalty Partners that you can choose to shop with from the comfort of your own home:*



- AbeBooks
- Adobe
- Apple Store
- babywalz
- Blue Tomato
- Botarin
- C&A
- Crocs
- DELL
- D-Mail
- dress-for-less
- eBooks
- Ernsting's family
- fashionup
- fnac
- Foto.com
- GAP
- GUESS
- herrenausstatter.de
- Hotels.com
- HSE24
- Humanic eShop
- inkClub
- Jollydays
- KARSTADT
- KDC.pl
- La Redoute
- Lufthansa
- Macrolibrarsi
- Madeleine Mode
- Mall.cz/sk/hu
- MEDION
- Microsoft Store
- myToys
- Neckermann
- Netfinancie.sk
- Nix-wie-weg.de
- NKD
- Office Depot
- Otel.com
- OTTO
- Parfummania
- Piklio
- PIXmania
- Plus.de
- Priceminister
- PUMA
- QUELLE
- Reebok
- ReifenDirekt
- Rossmann Versand
- SCHLECKER
- SIXT
- Slevomat
- SONY
- The Body Shop
- Tommy Hilfiger
- Tom Tailor
- TomTom
- Toys“R“Us
- Travel24
- Universal Versand
- VfG Versandapotheke
- Viking Direkt
- walzkidzz
- weg.at
- zalando
- zooplus
- 5pik.si

* An overview from various countries.

Lyoness Mobile Cashback

The eBiz Team has achieved a pioneering innovation launching mobile vouchers/coupons (Mobile Cashback). Mobile vouchers/coupons can be created and redeemed anywhere and anytime with the Lyoness App for iPhone, iPad, Android smartphones or via the Mobile Portal m.lyoness.net. It is very simple to use: find a Loyalty Partner, enter the voucher/coupon amount (it will be charged to your Lyoness Purchase Account), create a mobile voucher/coupon on the Smartphone and redeem it.

Although the mobile vouchers/coupons are brand new, you can already use them at renowned Loyalty Partners: Give a Night, inspire, Forstinger, Profi Reifen and many other companies are already on board. More information about where to redeem your vouchers/coupons can be found on our website at www.lyoness.net.

Lyoness Online Shopping

The Lyoness Online Shopping Portal not only offers the fastest and easiest way to shop but also the most flexible: shop every day at any time, from all branches and receive money back – the Lyoness Online Shopping's unique recipe for success. It already offers its members Cashback on over 110 million products and services worldwide.

The high standards for the selection of Loyalty Partners guarantee the outstanding quality of over 2,800 online shops worldwide. The main focus is on ensuring a broad variety of branches. Well-known online shops such as Sony, OTTO, the Apple Store, Dell, Viking Direct, GAP, Puma, blue-tomato and SIXT are already among our Loyalty Partner companies.

Lyoneess: Info, Facts, Goals

INFO & FACTS

Members:	about 2 Mio.
Service-Employees:	approx. 550
Regional Offices:	Lyoneess International AG <ul style="list-style-type: none">• Lyoneess Europe AG 26 Regional Offices• Lyoneess America Inc. 2 Regional Offices• Lyoneess IMEA S.A. 2 Regional Offices• Lyoneess South America S.A. 1 Regional Office
Founding year:	2 nd July 2003 (Lyoneess Europe AG) 2 nd July 2009 (Lyoneess America Inc.) 20 th May 2011 (Lyoneess IMEA S.A.) 16 th June 2011 (Lyoneess South America S.A.)
Loyalty Partners:	20,000
Points of acceptance:	150,000

As of: 02-2012

GOALS

The strategic goals by 2015:

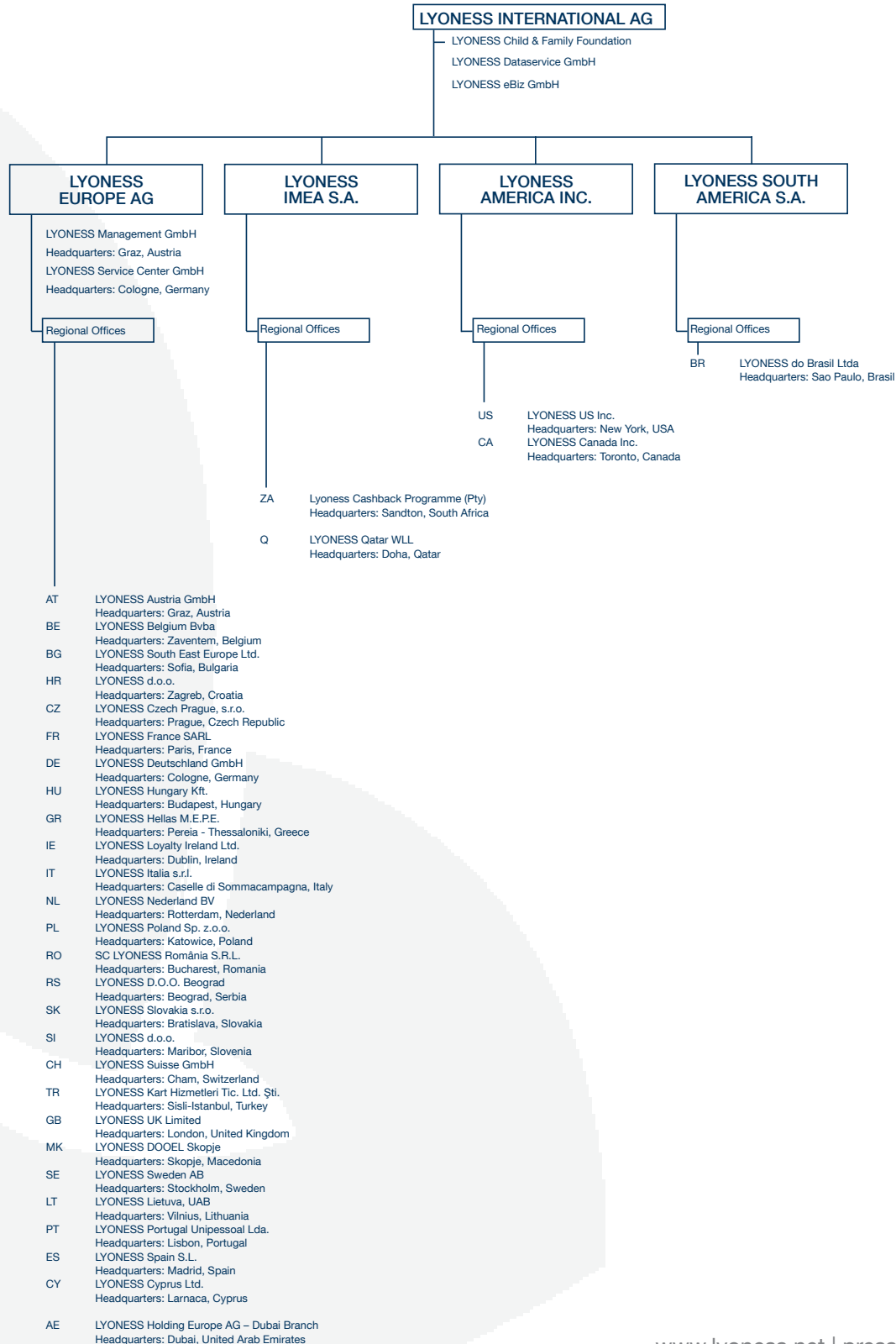
- active in 33 European countries, the Middle East, Africa, Asia, South America
- member network: 5% of the European population utilising the Lyoneess Cashback Card

The strategic goals by 2020 :

- number 1 in the world market

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Company Structure



Lyonesse International AG

**Hubert Freidl**

Founder & CEO

Past Functions:

Wholesale businessman

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

Why Lyonesse?

“Our community offers everyone the chance to profit from 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 heart's 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



Marko Sedovnik

President of the Board

Regional Director - Slovenia, Croatia, Slovakia, Serbia, Czech Republic, Italy

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

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 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

Member of the Board

International Sales Director

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.”



Boris Lesjak

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

Past Functions:

Sales Manager – Lyoness Slovenia
Managing Director – Lyoness Switzerland

Why Lyoness?

“I was convinced by the Lyoness idea from the first moment and I have completely dedicated myself to it since then. The Lyoness community provides unprecedented opportunities for those who are actively involved, as well as for people who depend 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.”

**Markus Hendrich**

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

Past Functions:

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

Why Lyoness?

“Lyoness fascinates me very much, both from a personal and technical point of view. It is a very attractive concept. The rapid expansion of markets will present ever-changing challenges to the IT infrastructure. The number of members, loyalty partners and employees is growing constantly and requires tailor-made and innovative IT solutions. The ISO, TÜV and IQNet certifications have set the course for the next 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**

Managing Director – Lyoness eBiz GmbH

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.”

Lyonesse Key Account Management



Rudolf Knittelfelder

Director – Key Account Management

Past Functions:

Managing Director of a fashion company, entrepreneur

Why Lyonesse?

“When I got to know Lyonesse 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 for the big chains. Since then, my expectations have not only been met, but exceeded. Lyonesse has clearly discovered a gap in the market – the potential for this idea is not even close to being exhausted.”

Lyoness Management GmbH



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.”



Silvia Weihs

Head of Public Relations

Past Functions:

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

Why Lyoness?

“I’m positive that Lyoness is the future of shopping. Over the last years the fantastic idea and the revolutionary business philosophy have gained 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 people. The development in recent years shows that we are on the right track and that our communications is doing its job, even across country borders. Now we need to stay on course for further success and to awake similar enthusiasm in all of our new countries.”