The Lyoness Holding Europe AG: Facts and Figures

Lyoness – money back with every purchase

When Lyoness Holding Europe AG was established in July 2003, it presented a business concept including the ultimate customer card of the future! It is a card that entitles you to shop in many different trade sectors, at the same time helping to slim down your wallet but fatten up your finances. For every time you buy at a Lyoness partner company with your Lyoness Cashback Card or pay with original coupons from a partner company, money will be refunded to your account. From 10 Euro upwards, Lyoness transfers loyal customers’ savings to their own bank accounts.

Lyoness Cashback Card – will be available in 28 European countries by 2012

Lyoness Austria currently boasts more than 100,000 registered customers and 1700 partner enterprises in Austria, including 20 chain stores like Zielpunkt, Öko Tank Roth, Baumax, Delka, Stiefelkönig, Kika, Leiner, Wein & Co as well as more than 1500 smaller regional companies.

Besides in Austria, Lyoness Holding Europe AG operates in 11 further European countries and will be employing about 300 members of staff by the end of 2009. At the moment, Lyoness has approximately 500,000 registered customers and more than 15,000 partner enterprises from all trade sectors in Germany, Switzerland, Hungary, Slovakia, the Czech Republic, Bulgaria, Romania, Slovenia, Serbia, Poland and Italy. Lyoness plans the international expansion of its network to 28 European countries by the end of 2012 enabling Lyoness customers to cash back with every purchase they make in Europe!

Our campaign started at the end of October 2008

By means of a huge international advertising and public relations campaign we initially launched in Austria, we expect more than 7,000,000 Lyoness card holders to join us by the end of 2010. Moreover, Lyoness Cashback Card users can benefit from our attractive and unique friendship recruitment program (member 2 member) in which additional cash is paid for every recommended customer.

For more details about Lyoness please see: www.lyoness.at