

UK VERSION

# SHOPPING NETWORK

**BUSINESS**  
Solution BASIC

 **Lyconet**  
powered by  
 **LYONESS**

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# PURCHASES ARE MADE 24 HOURS A DAY



NEW YORK



LONDON



HONG KONG



SYDNEY

**€1,7 TRILLION  
TURNOVER**  
GLOBAL E-COMMERCE MARKET\*

**€7,7 TRILLIONEN  
TURNOVER**  
GLOBAL GROCERY MARKET\*\*

\* [www.ecommerce-europe.eu/news/2015/global-e-commerce-in-2014](http://www.ecommerce-europe.eu/news/2015/global-e-commerce-in-2014)  
\*\* [www.ecommerce-europe.eu/news/2015/Global-grocery-markets-in-2015](http://www.ecommerce-europe.eu/news/2015/Global-grocery-markets-in-2015)



RESTAURANTS



FUEL



TRAVEL



SHOES



ELECTRONICS



GROCERIES



ENERGY



**Do you have regular expenditure?**



**Do you know other people with regular expenditure?**



**Would you like to benefit from their expenditure?**

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# OVER 300,000\* POINTS OF ACCEPTANCE



## OFFLINE SHOPPING WORLDWIDE



## ONLINE SHOPPING WORLDWIDE



\* Version dated: March 2016

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# ONE CARD FOR ALL PURCHASES



- Groceries
- Fuel
- Energy
- Furniture & Homeware
- Cars
- Clothing
- Building Material
- Sports Equipment
- Building & DIY
- Travel & Flights
- Dining Out
- Cosmetics
- Electronics
- Hotels



**CASHBACK**  
Money back with every purchase  
Up to **5%**  
in your bank account every Tuesday\*\*



**Shopping Points**  
for fantastic Deals  
Up to **£9**  
savings per Shopping Point



**Friendship Bonus**  
Up to **0.5%**  
On purchases made by Direct and Indirect customers

Customers can save  
**£900**  
annually  
or even more!\*

\* Assuming that the customer makes monthly purchases of £450 at Lyonesse Loyalty Merchants, calculated using an average Cashback amount of 2% and an average of 3 Shopping Points for Deals for a purchase of £90 with an average discount of £4.50 per Shopping Point redeemed. Sample calculation: £108 Cashback per year, £810 from redeemed Shopping Points.

\*\* Weekly payments in accordance with GTCS.

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# LYONESS OFFICES IN 47 COUNTRIES



**LYONESS INTERNATIONAL**   
Bahnhofstrasse 22  
CH-9470 Buchs, Switzerland



**LYONESS COUNTRIES**

- AUSTRIA • BELGIUM • BOSNIA-HERZEGOVINA • BULGARIA • CROATIA • CYPRUS • CZECH REPUBLIC • DENMARK • GERMANY • ESTONIA • FINLAND • FRANCE
- GREECE • HUNGARY • IRELAND • ITALY • LATVIA • LITHUANIA • MONTENEGRO • NETHERLANDS • NORWAY • POLAND • PORTUGAL • ROMANIA • MACEDONIA
- REPUBLIC OF SERBIA • SLOVAKIA • SLOVENIA • SPAIN • SWEDEN • SWITZERLAND • TURKEY • UNITED KINGDOM • USA • CANADA • BRAZIL • MEXICO • QATAR
- SOUTH AFRICA • UNITED ARAB EMIRATES • HONG KONG • MACAU • PHILIPPINES • THAILAND • AUSTRALIA • NEW ZEALAND • INDIA •

Version dated: March 2016

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# LYONESS INTERNATIONAL AG



Hubert Freidl  
CEO Lyonesse International

## SHOP, BENEFIT AND DO GOOD

### Facts:

Established:	2003	Loyalty Merchants:	60,000 ↑
Employees:	~ 1,000	Points of acceptance:	300,000 ↑
Countries:	47	Customers:	5,300,000 ↑



### Our brands:



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16,000  
BENEFICIARIES  
FAMILIES AND  
CHILDREN

2,240  
PUPILS  
IN OUR  
5 SCHOOLS





- **67** charity and education projects
- **40** "Angel for a Day" campaigns
- Active in **33** countries
- Over **16,000** beneficiaries



- **23** conservation and environmental projects
- Active in **16** countries
- Reduced footprint: **726 km<sup>2</sup>**



# DEVELOPMENT AND POTENTIAL



10,000,000

5,000,000

2,500,000

500,000

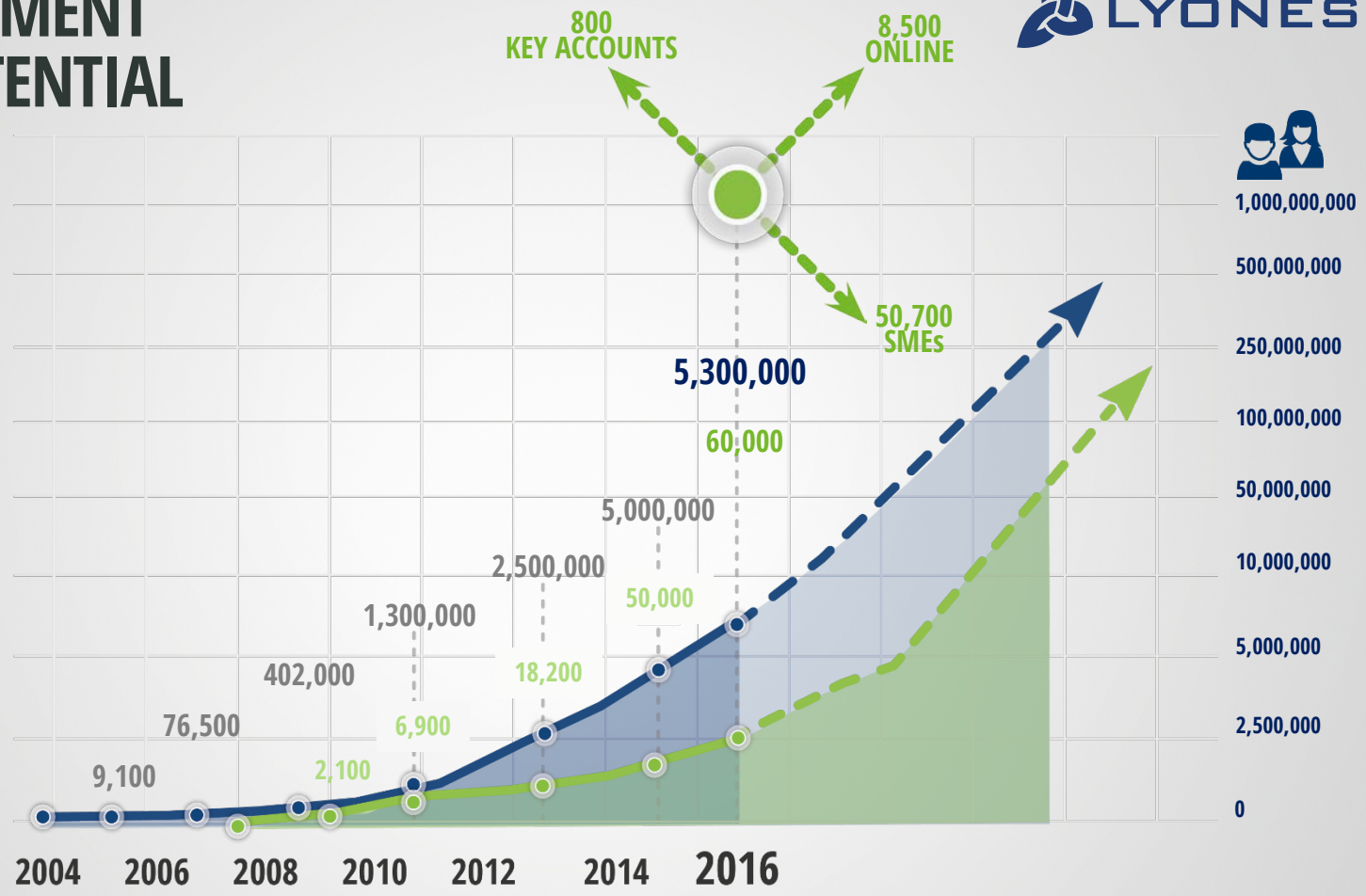
250,000

100,000

50,000

5,000

0



1,000,000,000

500,000,000

250,000,000

100,000,000

50,000,000

10,000,000

5,000,000

2,500,000

0



## LYONESS' Business

Billions of customers want money back with every purchase! (unlimited market potential)



## PHASE 1

### PREPARING THE MARKET

- Formation of a national subsidiary
- Legal review (GTCs, etc.)
- Regional office & staff
- Website & print forms
- Services, etc.



## PHASE 2

### INFRASTRUCTURE DEVELOPMENT

- eVoucher agreements with chain stores
- Online Shops
- Network expansion (Lyonet Marketers)
- Cashback Card agreements with SMEs
- Lyoness Customers (family, friends)



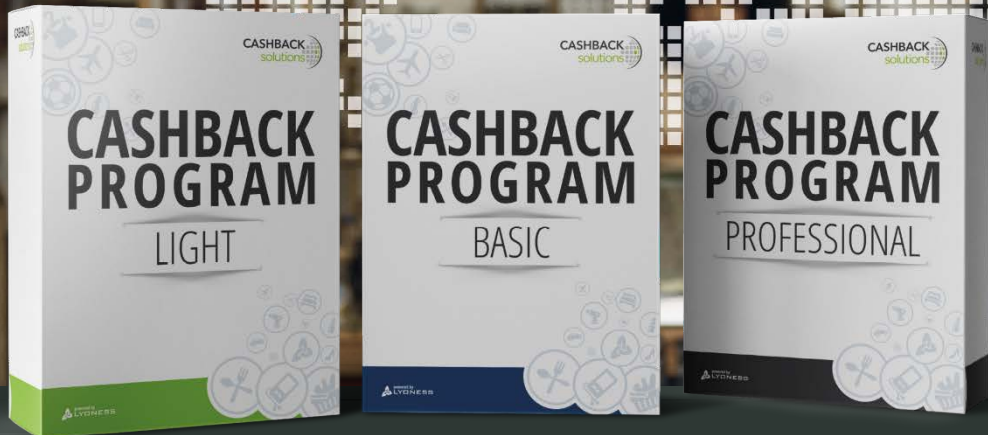
## PHASE 3

### FINAL MARKET PREPARATIONS

- Cashback Card agreements with chain stores
- Extensive marketing (TV, radio, print, online etc.)
- Provide millions of Lyoness customers with a Cashback Card free of charge

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# CASHBACK SOLUTIONS A SALES BOOST FOR BUSINESSES



# LOYALTY MERCHANTS GRANT OUR CUSTOMERS EXTRA DISCOUNTS

- ✔ New and loyal customers (through Lyones)
- ✔ Boost sales, reduce costs
- ✔ Individual Customer Loyalty Programme



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# MAJOR INTERNATIONAL COOPERATIONS



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# TAILOR-MADE CUSTOMER LOYALTY PROGRAMME

WHITE LABEL SOLUTIONS

- ✓ For clubs, businesses and organisations
- ✓ Own branded CASHBACK PROGRAMME
- ✓ Over 300,000 points of acceptance





A new Loyalty Merchant is registered every **10** minutes

A new customer signs up every **37** seconds

# NETWORK AND PROFIT FROM EVERY PURCHASE\*

- ✓ Successful business model in 47 countries
- ✓ Make your way in business without risk
- ✓ The chance for unlimited income



\* At Lyonesse Loyalty Merchants



### LYONESS LOYALTY MERCHANTS

- ✓ New and loyal customers
- ✓ Regional Shopping Network
- ✓ Regional shopping volume



### WHITE LABEL SOLUTIONS

- ✓ Customers from major cooperations
- ✓ National Shopping Network
- ✓ National shopping volume



### LYONET MARKETERS

- ✓ Recommended customers
- ✓ International Shopping Network
- ✓ International shopping volume



TRAVEL

RESTAURANTS

LYONESSE

FURNITURE & HOMEWARE

CLOTHING

GROCERIES

FUEL

LYONESSE

3% CASHBACK + 4 SP per 90 GBP purchase\*  
SHOPPING POINTS

5% CASHBACK + 6 SP per 90 GBP purchase\*  
SHOPPING POINTS

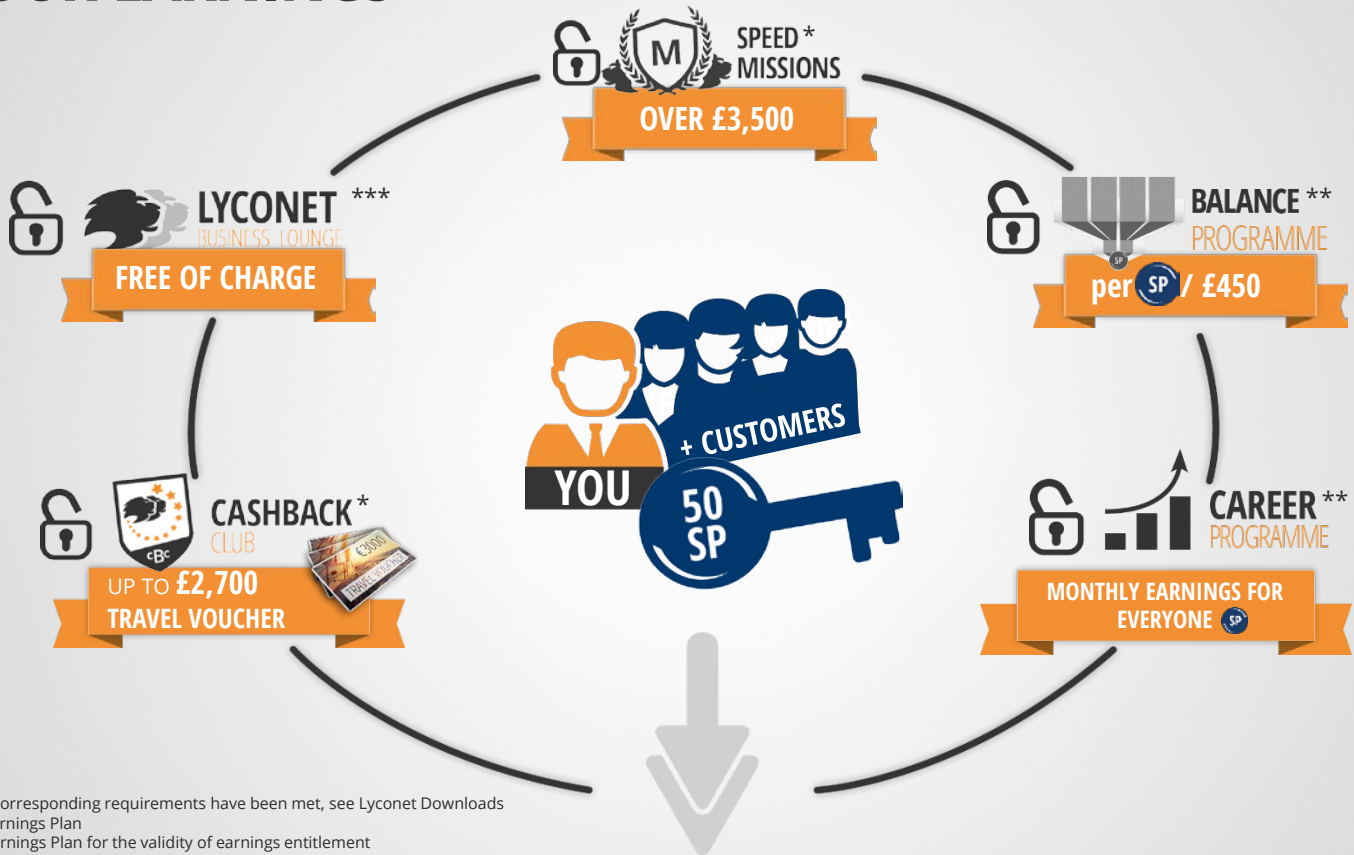
1% CASHBACK + 1 SP per 90 GBP purchase\*  
SHOPPING POINTS



\* At Lyonesse Loyalty Merchants, example

**SP = BASIS FOR CALCULATING YOUR INCOME**

# THE KEY TO YOUR EARNINGS



\* Provided that the corresponding requirements have been met, see Lyconet Downloads  
\*\* See the Lyconet Earnings Plan  
\*\*\* See the Lyconet Earnings Plan for the validity of earnings entitlement



# Your monthly goal



# Together with your customers

## OPTION 1:

 **START COLLECTING**

EXAMPLE OF WEEKLY PURCHASES:

	WEEK 1	9		
	WEEK 2	7		
	WEEK 3	16		
	WEEK 4	8		
	WEEK 5	10		



**WEEKS 1 TO 4 - YOU ARE NOT ENTITLED TO EARNINGS**

## OPTION 2:

 **STRAIGHT AWAY (EASY SHOP PLUS)**

You order £45 every month



=



EXAMPLE OF WEEKLY PURCHASES:

	WEEK 1	9			+	£8.10
	WEEK 2	7			+	£6.30
	WEEK 3	16			+	£14.40
	WEEK 4	8			+	£7.20
	WEEK 5	10			+	£9.00




**+ £45**



**IMMEDIATE EARNINGS ENTITLEMENT**



 **Automatic redemption from your own purchases**

 **Redeemed from all purchases made by your customers (when Easy Shop Plus is in place)**

 **Can be redeemed and transferred at any time**

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# EARN £3,500 OR MORE IN 90 DAYS\*



## STARTER PACK



- 15 Cashback Cards + Flyers
- **30 DAYS** Business Lounge
- **30 DAYS** Business Intelligence System
- Magazine, information flyer
- Online services, SMS service

One-off fee **£39**



EasyShop Lyconet 



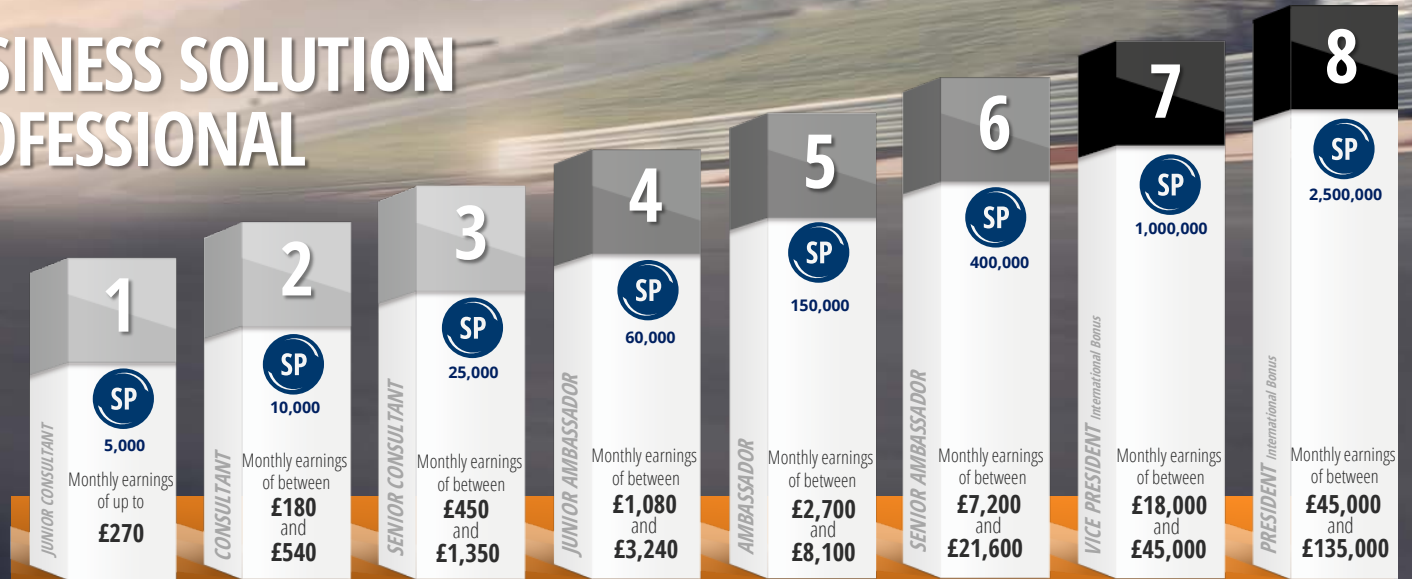
- Automatic redemption from your own purchases
- Redeemed from all purchases made by your customers
- Can be redeemed and transferred at any time

**£45** every month

\* Provided that the corresponding requirements have been met, see Lyconet Downloads > Speed Mission

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# BUSINESS SOLUTION PROFESSIONAL



## PREMIUM MARKETER\*

- ✓ Career Bonus
- ✓ Car Bonus
- ✓ International Bonus



### BENEFIT FROM LOYALTY MERCHANTS



### BENEFIT FROM MAJOR COOPERATIONS



\* See Lyconet Earnings Plan plus Incentives and Offers under Lyconet Downloads Amounts listed represent average figures as of March 2016.

