



## LYONESS INCOME DISCLOSURE STATEMENT - US

The Lyoness Income Disclosure Statement (IDS) is designed to convey timely and comprehensive information regarding the income Lyoness Members earn.

The chart below reflects the percentages of all Members of Lyoness America from January 1, 2012 through December 31, 2012 by illustrating the effective Career Level, the average hours worked per week, the High, Low, and Average annual incomes, as well as the months to achieve the career level.

Career Level	Average hours worked per week	Percentage of all Members	2012 Annual Income for active Members * (U.S. Dollars)			Months to achieve the Career Level		
			High	Low	Average	High	Low	Average
Shopper(s)/Non-IBR(s)**	-	86.16%	\$3,675.00	\$10.00	\$12.95	-	-	-
1	12.75	13.03%	\$22,438.37	\$10.00	\$769.66	22	1	2
2	16.75	0.46%	\$28,319.99	\$206.85	\$8,611.51	25	2	4
3	39.50	0.23%	\$43,315.00	\$1,789.87	\$20,190.60	22	2	5
4	48.25	0.08%	\$58,612.88	\$22,953.85	\$36,580.91	11	2	6
5	51.25	0.02%	\$123,036.27	\$53,475.66	\$75,981.40	9	3	7
6	35.00	0.01%	\$166,324.82	\$80,847.32	\$135,981.40	12	6	9
7	43.33	0.01%	\$368,941.57	\$167,505.31	\$279,976.29	13	10	11
8	-	-	-	-	-	-	-	-

Beginning January 1, 2012 and ending December 31, 2012, forty-six percent (46%) of all U.S. Members received no income at all. During this period, the average income of all Members was \$285.72 and the median income was \$0.38.

During the same period, fifty-four percent (54%) of all Members did receive income. The average annual income for this group was \$524.65 and the median annual income was \$6.00.

A Member is defined as someone who executed a Member Agreement, and made at least one purchase through the Lyoness Loyalty Merchant Network.

An IBR is a Member who signs up four (4) direct Members that have each made a purchase at any store within the Lyoness Loyalty Merchant Network with NO minimum purchase requirement.

During 2012, approximately 25% of all Members did not continue with Lyoness after their first year. Out of 29,816 Members who enrolled in the U.S. since the beginning of the year 2012, there were 22,374 Members that were still active at the end of the year.

Although the earnings in this chart represent actual Member earnings, the earnings do not necessarily represent the income you will earn (if any). The figures used in these charts are for illustration purposes only and must not be considered or construed as a guarantee, nor do they imply a guarantee or projection of your actual earnings or profit potential. Your success with Lyoness results from successful sales efforts, hard work, diligence, leadership, and dedication.