



MERCHANT NETWORK

WOULD YOU LIKE TO ...

- Increase your sales volume?
- Reduce your costs?

CASHBACK
solutions

powered by
LYONESS



Migration of purchasing power

Unemployment

Financial crisis

Falling prices

THE ECONOMY IS CHANGING



CURRENT SITUATION

Challenges facing business owners:

- Customer migration to out-of-town shopping malls
- Price wars against BIG corporations
- Huge competition from online shops
- Global price comparisons on the internet
- Increased operating costs



AMOUNT SPENT ON ADVERTISING IN 2012
OVER \$500 BILLION
WORLDWIDE*

10 x more!

People are 10 times
more likely to trust
word-of-mouth advertising
than newspaper ads

Source **statista**  Nielsen,
nielsen.com ID 222329

CONVENTIONAL SOLUTIONS



3 x more

Satisfied customers will recommend a company to an average of 3 other people.

Source: werbepraxis-aktuell.de

LYONESS
**PERFORMANCE BY
COMMUNITY**

Ongus web.conomy eBiz

LYONESS.NET

7 x more

"It costs up to 7 times more to gain a new customer than it does to retain one."

Source: Business24.ch, Olaf Hoffmann

LYONESS

LYONESS
LYONESS.NET

OUR SOLUTIONS

THANKS TO:

- B2B purchases
- Lower operating costs
- Reduced marketing costs



THANKS TO:

- Lyoness customer base
- New customers
- Loyal customers



WHAT DO YOU GET?
HIGHER PROFITS!

LYONESS INTERNATIONAL AG



Established: **2003**
Employees: **1,000**
Countries: **46**

Loyalty Merchants: **50,000** ↗
Points of acceptance: **300,000** ↗
Customers: **5,000,000** ↗

Hubert Freidl
CEO Lyonesse International



SHOP. BENEFIT. MAKE A DIFFERENCE.

As of: June 2015



- **67** charity and education projects
- **40** "Angel for a Day" campaigns
- In **33** countries across the globe
- More than **16,000** beneficiaries



- **23** conservation and environmental projects
- In **16** different countries
- Total reduction of the carbon footprint: **726 km²**



A hand in a dark suit jacket points towards a stylized world map. The map is overlaid with a glowing network of white lines and circular nodes. Two circular callout bubbles are present: a blue one on the left and an orange one on the right. The background is dark and out of focus.

**A new Loyalty
Merchant signs up
every 10 minutes**

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

POTENTIAL AND INTERNATIONAL DEVELOPMENT

**YOUR
OPPORTUNITY!**



LYONESS' BUSINESS

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



PHASE 1

PREPARING THE MARKET

- Foundation of a national company
- Legal check (GTCs, etc.)
- Regional office & staff
- Website & printed forms
- Services, etc.



PHASE 2

INFRASTRUCTURE DEVELOPMENT

- Voucher cooperations with chain stores
- Online Shops
- Network expansion (Lyconet Marketers)
- Cashback Card cooperation with SMEs
- Lyoness customers (family, friends)



PHASE 3

FINAL MARKET PREPARATIONS

- Cashback Card cooperations with chain stores
- Extensive marketing
(TV, radio, newspapers, Internet, etc.)
- Provide millions of new customers
with a Cashback Card free of charge

WE UNDERSTAND YOUR NEEDS

25%

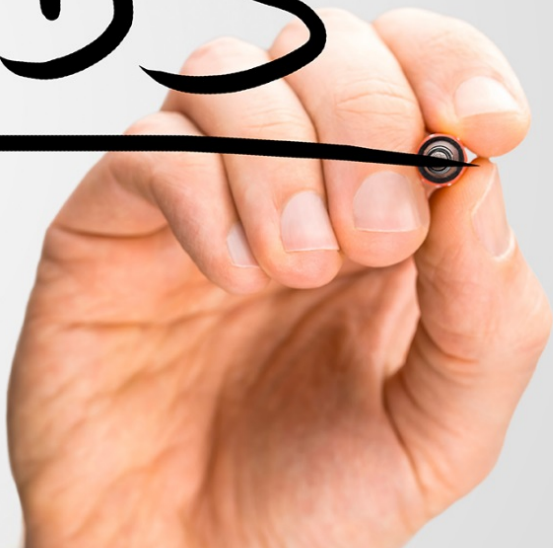
of card holders
shop more frequently with a
loyalty card

Source: Nielsen, 2008

83%

of customer card holders
actively change their shopping
habits when participating
in a customer loyalty program!

Source: Makam Market Research, 2011



WHAT DO YOUR CUSTOMERS WANT?





4% + 5

2% + 3

2% + 1,5

2% + 3

5% + 5

3% + 4

2% + 2

3% + 4

3% + 4

ONE CARD FOR ALL YOUR PURCHASES



CASHBACK

Money back with every purchase

Up to **5%**

In your bank account every Tuesday**



SHOPPING POINTS

Use these for valuable Deals

Up to **\$15**

Savings per Shopping Point



FRIENDSHIP BONUS

Refer and benefit from their purchases

Up to **0.5%**

On purchases by Direct and Indirect customers



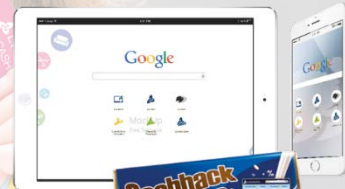
* Assuming that the customer makes purchases worth \$750 from Lyonesse Loyalty Merchants every month, calculated using an average Cashback amount of 2% and an average of 3 Shopping Points for Deals for a purchase worth \$ 150 with an average discount of \$ 7.50 per Shopping Point redeemed. Sample calculation: \$ 180 Cashback per year, \$1350 from redeemed Shopping Points.

**Weekly payments in accordance with the GTCs.



THE QUANTITY AND
QUALITY OF YOUR
CUSTOMER
CONTACTS
MAKES A BIG
DIFFERENCE!

ALWAYS UP-TO-DATE



**Integrating online
and offline offers will be the only
way for traditional stores to
survive the future market.**

Source: Survey of 41,718 people,
1,872 shopping journals.
Study by Roland Berger
Strategy Consultants and ECE

CUSTOMER SERVICE AND INFORMATION



Weekly Cashback notifications via text service



Online shopping portal and newsletter service



Mobile application for smartphone and tablets



Multi-channel information strategy!

Global online TV channel



Making a difference with Greenfinity and the Child & Family Foundation



Information portals and free online office for all Members





**CASHBACK
PROGRAM**
LIGHT

powered by
LYNESS

**CASHBACK
PROGRAM**
BASIC

powered by
LYNESS

**CASHBACK
PROGRAM**
PROFESSIONAL

powered by
LYNESS

CASHBACK
solutions

THREE WAYS TO INCREASE YOUR SALES





	CASHBACK PROGRAM LIGHT	CASHBACK PROGRAM BASIC	CASHBACK PROGRAM PROFESSIONAL
→ HIGH SALES With the international Lyoness customer network	✓	✓	✓
→ REDUCED COSTS With B2B sales in the international Merchant network	✓	✓	✓
→ HIGHER SALES With your own customer loyalty program	✗	✓	✓
→ ADDED INCOME With purchases made by your customers at other Loyalty Merchants	✗	✓	✓
→ EVEN HIGHER SALES With customer relationship management (CRM)	✗	✗	✓
→ REDUCED MARKETING COSTS With professional target marketing	✗	✗	✓



UNIQUE
FAIR
SALES ORIENTED
MARGIN RATES



* CASHBACK 
+ SHOPPING POINTS 

REFERRAL MARKETING
inc. FRIENDSHIP BONUS

ADMINISTRATION

The majority of the margin rates
that you pay to LyoneSS
goes back to your customers
=
RETAINING LOYAL CUSTOMERS

YOU DON'T PAY UNTIL YOU'VE MADE A SALE!



HIGH SALES

With the international Lyoness customer network



LYONESS.COM



THE ABILITY TO MANAGE AND PREDICT YOUR SALES INCREASES!

NON-LOYALTY MERCHANTS



LOYALTY MERCHANTS



* To LYONESS (assuming a Margin Rate of 10% varies from industry to industry)

CUSTOMERS USE THEIR CARDS IN ALL RETAIL SECTORS



HOW
can you benefit when your
customers shop elsewhere?
As a Loyalty Merchant you can
NOW
start benefiting
when your customers shop
somewhere else!

GLOBAL AND MULTI-SECTOR SHOPPING BENEFITS FOR YOUR CUSTOMERS ...



Groceries



Fuel



Cars



Clothing



Travel & Flights



Sports equipment



Cosmetics



Building & DIY



Energy



Furniture &
Homeware



Building Material



Electronics



Books & Games



Dining Out

EARN MONEY FROM PURCHASES MADE AT

- ✓ Hundreds of chain stores
- ✓ Thousands of online shops
- ✓ Tens of thousands of SMEs

... AND YOU CAN BENEFIT TOO!

THE BASIC TOOLS FOR YOUR CUSTOMER LOYALTY PROGRAM



Your customer card for all your purchases!



INCREASING SALES

With your own customer loyalty program



Cashback Card:
Your own loyalty card
(Full-Branded)

Shopping Point Deals:
to increase your sales

MTERM/VTERM:
Customer registration,
sales records,
sales overview

Friendship Bonus:
Income from
purchases
in other retail sectors

Merchant Lounge:
Your online office

Basic statistics module:
Your key figures at a glance

FROM NOW ON YOU CAN...



... Find out more about your customers



...Attract new customers effortlessly

... Communicate regularly with your customers



...Compete with corporate giants and online shops

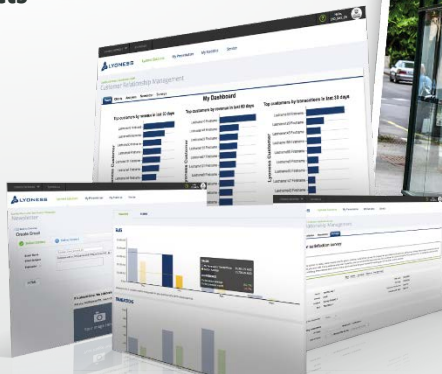
... Reward your loyal customers effectively



... Assess your customer satisfaction levels



... Make decisions based on facts



MARKETING POWER FOR YOUR CUSTOMER LOYALTY PROGRAM



Up to
35%
more
revenue!*



EVEN HIGHER SALES

With customer relationship management (CRM)



SELL. SERVICE. MARKET. SUCCEED.

**Cashback Card:
Your own loyalty card
(Full-Branded)**



**Analyses, statistics
and evaluations**



**Target-group-based
newsletter marketing**



Customer surveys



**Target-group-specific
Shopping Point Deals**



**More efficient cross
marketing campaigns**



* Depending on the retail sector and the amount of personal commitment.

START
TODAY
AND TAP INTO
ADDITIONAL CUSTOMER
SALES POTENTIAL!



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- B2B purchases
- Lower operating costs
- Reduced marketing costs

THANKS TO:

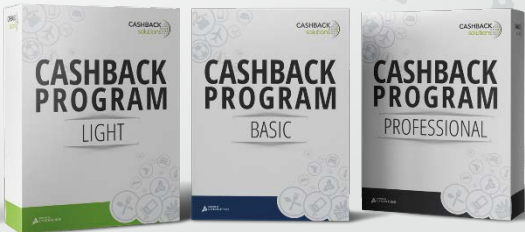
- Lyonsess customer base
- New customer
- Loyal customers

88%

of companies who
invest in customer loyalty
are more profitable than their
competitors.

Source: Deloitte

WHAT DO YOU GET?
HIGHER PROFITS!

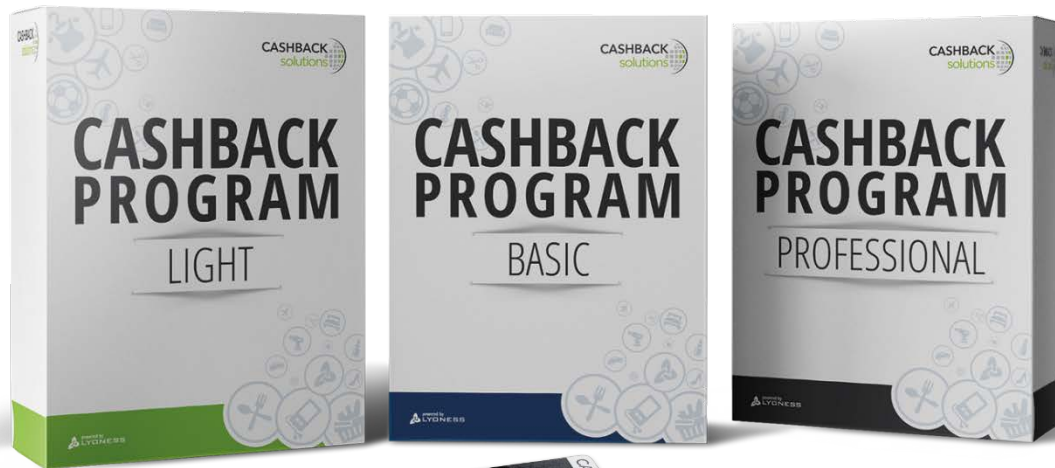


NOW IT'S UP TO YOU!

- **HIGH SALES**
With the international Lyonesse Customer network
- **REDUCED COSTS**
With B2B sales in the international Merchant network
- **HIGHER SALES**
With your own customer loyalty program
- **ADDED INCOME**
With purchases made by your customers at other Loyalty Merchants
- **EVEN HIGHER SALES**
With customer relationship management (CRM)
- **REDUCED MARKETING COSTS**
With professional target-group-based marketing

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	ONE-TIME PAYMENT \$499	ONE-TIME PAYMENT \$899 Mtly. for Marketing & Service, \$39.90	ONE-TIME PAYMENT \$1,299 Mtly. for Marketing & Service, \$89.90

MORE CUSTOMERS, MORE BENEFITS!



Get your own Full-Branded Cashback Card
featuring your corporate design!



cashback-solutions.com

powered by
LYONESS

CASHBACK
solutions