

## **Lyoness receives top-ranking CSR award in the USA**

**Lyoness Management Americas Inc., with its headquarters in Fort Lauderdale, Florida, can be proud of itself as it has received one of the most prestigious awards in the Corporate Social Responsibility (CSR) category: At the end of July 2017, it was awarded the IMA Circle of Excellence Award for its outstanding commitment to social and environmental issues by the US American Incentive Marketing Association (IMA).**

**The IMA Circle of Excellence Award was founded to reward companies for their outstanding incentive programmes. Only members of the IMA that have gone above and beyond in one of six categories are nominated for the award. Lyoness Management Americas Inc., which serves as the umbrella company for the Lyoness subsidiaries in North and South America, received the award in the "Social Responsibility" category. The award was presented at the IMA Summit on 27th July 2017 in Orlando, Florida, in front of hundreds of industry leaders from the US American economy and industry.**

**The award shows that the IMA recognises the high level of Lyoness Group's CSR awareness. With every purchase Lyoness Members make at any one of approximately 75,000 Loyalty Merchants, they support the company's two charitable organisations: the Child & Family Foundation and the Greenfinity Foundation. Over the last few years, the two Organisations have implemented almost 100 education and environment projects in over 70 countries, including Fort McMurray, Canada, which was partially destroyed by a forest fire in summer 2016. Furthermore, Lyoness Management Americas Inc. was also responsible for numerous large-scale clean up campaigns in the USA, Brazil and other countries.**

**"The CSR idea is deeply rooted in all aspects of our work. The Child & Family Foundation and the Greenfinity Foundation are an integral part of our company. We are proud that our worldwide community has achieved so much and that we were able to accept the award on behalf of all our employees and Members." said Robert Freire, Managing Director of Lyoness Management Americas Inc.**

**"The IMA's main focus is on cross-sector networking and training programmes - and it's exactly these aspects that led us to become a member of the IMA 3 years ago", explains Belinda McDonald-Paez, Key Account Manager at Lyoness Management Americas Inc. "Through this cooperation we have made gained valuable contacts with numerous other companies from various sectors and we are really pleased with the increased attention that our company and the Foundations will receive because of this award."**

### **Bildtext:**

**Belinda McDonald-Paez, Key Account Manager at Lyoness Management Americas Inc., accepts the award at the IMA Summit 2017.**

### **About the Incentive Marketing Association**

**The Incentive Marketing Association (IMA) is one of the most influential professional associations in the Incentive market in USA, Canada and Europe. IMA members are among the industry leaders in the 65 billion Euro incentive market. They have the know-how and the best products and services to help companies and service providers increase their success through reward and motivation programmes. Find out more at [www.incentivemarketing.org](http://www.incentivemarketing.org) and [www.imaeurope.com](http://www.imaeurope.com).**

The Lyoness business group has divided its activities into several business areas. One of Lyoness' target groups are consumers who would like to save money (Cashback and Shopping Points) all over the world by shopping at stores with the Cashback Card or online. The Cashback Solutions addresses all companies who want to use an international multi-sector loyalty programme. Lyconet's target group comprises independent entrepreneurs who would like to establish their own Shopping Community. Lyoness is currently active in 47 countries on all continents. 7 million Members enjoy the Lyoness Benefits at approximately 75,000 Loyalty Merchants around the world. More at [www.lyoness.com](http://www.lyoness.com).

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