

Supreme Court: Green light to sue disputed pyramid-like company

2 tv2.no/news/domestic/hoyesterett-gront-lys-for-a-sakoke-disputed-pyramid-like-company/14859104/



CENTRAL MAN: In the construction of the shopping network in Norway, Terje Duesund from Bergen was a central figure. He disagrees with the accusations leveled against the company. Photo: Stefan Zemmann /Screenshot from Facebook Lyoness / Lyconet.

According to the Norwegian Gaming Authority, 16,000 Norwegians have invested NOK 500 million in an illegal pyramid-like trading system. Now the Supreme Court has given the green light for the lawsuit that Norwegian members have brought against Lyoness to

be brought before a Norwegian court.

Haakon Eliassen

Many really believed in financial success. They were predicted a return of ten times the effort within a few years.

16,000 Norwegians were enlisted in the Lyonesse Norway shopping network.

In total, Norwegians invested half a billion kroner, perhaps more.



NORWAY: Terje Duesund from Bergen played a key role in the development of Lyonesse Norway. Pictured here from a major event organised by the shopping network. Photo: Screenshot from Facebook Lyonesse / Lyconet

The money ended up in the Lyonesse sales network, organised through Lyonesse Europe AG based in Switzerland.

Siblings, parents, colleagues, friends and acquaintances enlisted each other. The recipe often the same: Promise of good profits.

See the story here: [The shopping network and the crazy events](#) that brought thousands of people together.

Lost everything

But many instead lost everything they invested.

According to the Norwegian Gaming Authority, Lyonesse is one of the largest illegal pyramid-like businesses to ever operate in Norway.

Now a powerful court battle awaits.

Green light

Now the Supreme Court has given the green light for the Norwegian plaintiffs to take the company Lyonesse to court here in Norway.

The Supreme Court's appeals committee recently unanimously decided to reject the appeal from Lyonesse, which has tried to prevent the case from being heard in a Norwegian court.

– We have received signals that a main negotiation could be scheduled in late autumn, alternatively early in the new year 2023, explains lawyer Audun Kleppstø in Brækhus Law Firm.

SATISFIED: Lawyer Audun Kleppstø in Brækhus Law Firm is very pleased with the ruling from the Supreme Court. Photo: Per Haugen / TV 2

He represents people who want to sue Lyonesse to recover what they believe they have wrongfully lost. He is very pleased with the recent ruling from the Supreme Court.

– It may be appropriate to run the cases to a limited number of plaintiffs first, in order to reduce the cost level, and at the same time arrive at some legal premises that can be used as a basis for all plaintiffs, Brækhus explains to TV 2.

– Very positive

Yvonne Skogsberg is one of several thousand Norwegians who have lost significant amounts. Today she has not become richer, but 230,000 kroner poorer.

That Lyonesse can now be held accountable in Norway, she is very pleased with:



LOST 230 THOUSAND: Yvonne Skogsberg is one of many who feel cheated by the Lyonesse / Lyconet shopping network Photo: TV 2

– I think it is very positive that there is a possibility that you can get a refund of what you have lost, or parts of this, says Skogsberg to TV 2.

In total, Norwegians invested half a billion kroner, perhaps more. The money ended up in the Lyonesse sales network, organised through Lyonesse Europe AG based in Switzerland.

After Skogsberg appeared in TV 2 with her story, she has been contacted by many.



OLD DOCUMENTS: Yvonne Skogsberg received a lot of material from Lyconet that was to be used to recruit new members to the network. Photo: TV 2

"There are a lot of people who have called me to tell me their story after I came forward, there are a lot of bad stories, about people who feel bad and how they are tricked in by friends and family members," says Skogsberg.

She has spoken for hours with several people who have approached her.

"And many are unsafe. An old pensioner had lost all his money, there are a lot of stories out there that are very ugly," says Skogsberg.

Waiting for action

The main reason for filing a lawsuit is the Norwegian Gaming Authority's conclusion that the business has been illegally operated for a period of time in Norway.x

Now lawyer Audun Kleppestø is preparing for the further process.

What do you want to achieve next through conciliation or a legal process?

"It is very gratifying that the Supreme Court has put a final end to it. This means that it is now clear that those who have lost money on the Lyonesse system in Norway can have their case tried in Oslo District Court based on Norwegian law," says Kleppestø.

He says this clarification also means that the conditions are right for clarification in the court system through a main hearing in the district court.

"This is what we're focusing on now. At the same time, we will never close the door on a settlement solution if this becomes relevant to discuss along the way, but the proposal in this connection must come from Lyonesse as the case stands now, says Kleppestø.

Belief in winning

What are the prospects of reaching Lyonesse?

"Our assessment of the case has been, and still is, that the plaintiffs have a strong case with regard to recovering their net deposits in the Lyonesse system, and these prospects have also been strengthened on the basis of the legal round we have already been through," Kleppestø said.



HOPE: Yvonne Skogsberg is looking forward to a court settlement and hopes it will lead to her getting back part of what she invested in the company. Photo: Private

He believes it is clear that Lyonesse's activities have been demonstrably illegal during the period.

"And it would be contrary to the general sense of law if the companies were to be left with an unlawful gain based on the illegal activities. The prospects of a positive outcome for the plaintiffs are therefore good, as we assess the case.

Legal proceedings have been conducted against Lyonesse in a number of countries, including Austria, Switzerland and Australia, and according to Kleppestø, a majority of these lawsuits have been successful.

"However, we have not investigated this further as of today and can therefore not say anything more about the details, or what these results were based on. We will investigate this further in the run-up to a main hearing, as a basis for further substantiating the plaintiffs' argument," Kleppestø reveals.

– Taking note of the decision

"My client takes note of the Supreme Court's decision. In principle, our clients do not mind if the case is brought before Oslo District Court, says lawyer Bernt Heiberg at Elden Advokatfirma AS.

He further says that it is unfortunate that the understanding of venue clauses moves so far away from the wording of the agreement.

LEGAL: Lawyer Bernt Heiberg believes his client, Lyonesse Europe AG, has been operating legally for all the time Lyonesse has been operating in Norway. Photo: Håkon Mosvold Larsen / NTB

"We will now prepare the case further. Lyonesse Europe AG is convinced that its business activities during the period in question were in line with Norwegian rules. The company engaged in regular network marketing. Such activities are both legal and desirable in Norway, Heiberg maintains to TV 2.

Central Bergenser

In Norway, the prevalence of Lyonesse in the initial phase was coordinated by Terje Duesund. Duesund formally left the company in February 2015, but has continued to be a key figure in the spread of the network concept.



THANK YOU FOR YOUR EFFORTS: At a Lyconett event in 2017, Duesund was handed a Ferrari.
Photo: Screenshot from Facebook Lyoness / Lyconet

His prosperity is used as an example of what one can achieve as a member.

At the "Lyconet Elite Seminar" in May 2017, Duesund was handed a Ferrari by Lyoness CEO Hubert Freidl from Austria.

Duesund: Low degree of dissatisfaction

TV 2 has contacted Terje Duesund via SMS and asked for comments that the Supreme Court has now decided that Norwegian members can file a lawsuit against Lyoness in Norway.

We asked the following question:

What comment do you have on that?

Are you looking forward to getting a judicial clarification in court?

What do you think about a possible trial?

"I have not had a membership or affiliation with the company Lyoness for several years. I am very little briefed with the Lyoness case you are referring to. I have understood via the media that there are about 70 members who were disgruntled Lyoness members and who want to demand their trade payments refunded.

Furthermore, Duesund writes:

"My understanding is that the courts did not approve class actions against Lyoness, but that individual members must take individual actions. In general, I believe that every individual must stand up for what they believe is right and assert their demands. Going to court is one of several solutions and in Norway has good legal protection.

Duesund believes that often the easiest way to resolve a disagreement is to seek an amicable solution with the other party.

"But I have no knowledge of whether it has been tried," Duesund writes.

Duesund: Only 70 dissatisfied members

"About 70 disgruntled members out of a total of more than 25,000 members I consider a low level of dissatisfaction for a company. Nevertheless, the dissatisfaction of the 70 people must be handled in a respectful and decent manner, Duesund believes.

He concludes by pointing out that he is "not a party to this conflict and has no first-hand knowledge of the matter."

"I also don't know who these 70 members are and therefore cannot comment anymore," Duesund concludes.

- Far more

"Duesund gets to say what he wants, but feels that his comments are very far-fetched. As far as I know, there are far more than the number Duesund mentions who are included here in Norway, says Nicolai Fürst who wants to take legal action against Lyoness here in Norway.

He won in the Supreme Court and looks forward to the further process.

"In addition, another major trial against Lyoness/Lyconet/MyWorld is underway in Austria. Here we are talking about several thousand participants, Nicolai Fürst states to TV 2.