

"They said I would get rich without effort, but instead I lost all my money": Lyonesse, the deceptive business system that was all the rage on TikTok, ends up under investigation

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In 2018, the AGCM ascertained the unfairness of the promotion system used by the company Lyonesse Italia S.r.l. to disseminate among consumers a formula for the purchase of goods with cashback: for this reason, the Antitrust Authority imposed the payment of a fine of 3.2 million euros on the company. Here are the details revealed by Fanpage

This is an intricate story – revealed and well documented by *Fanpage* – in which several themes are intertwined: from the financial to the judicial, passing through social media, business and network marketing. Up to the most human one, linked to the fragility and naivety of those who got into debt convinced that they would become rich without much effort. Who, caught in a moment of uncertainty, quit his job to follow a path that, however, seems to lead nowhere. On June 8, 2023, the **European Court of Justice** explained that the promoters of this company are consumers in all respects and are, therefore, **entitled to reimbursement**, which the company denies them considering them independent entrepreneurs. What are we talking about? Let's try to clarify. **Lyconet is a marketing company founded in Austria in 2003**, with 15 million members. Or rather. **Lyonesse has two business areas**: the myWorld shopping community and the investment company,

Lyconet, which was born in 2014, when all of Lyoness' network marketing activities – i.e. the activity of advertising and attracting new customers through the figure of the marketer – were grouped under the new brand, Lyoness Community Network. How does it work? All based on "cashback", i.e. the advantage of receiving a refund through purchases. This takes place on a platform (myWorld) that – as stated to *Fanpage* by the consultant and popularizer Antonio Russo – **is perfectly legal**. In order to attract more and more people, Lyconet has made it possible for each customer of the cashback service, by purchasing a package of discount coupons, to turn into a promoter who earns money by bringing in new affiliates. **To do this, it is necessary to advance some money** (a former marketer spoke of about 2,500 euros). The goal? To be able to climb the pyramid of society as quickly as possible. And already here, says lawyer Simona Fell, who is following the case, something does not add up. "Initially, they were configured as marketers, but in reality they were consumers: through these pyramidal sales mechanisms, **the subject is able to earn a lot of money in the short term**. Which, on the other hand, cannot happen and which in any case **is considered unfair at the level of commercial practice** as it is illegal," said the lawyer.

Back to the story. The same people begin to understand that **leveling up is not easy** and so Lyconet, in order to facilitate its **affiliates, sells them new packages of discount vouchers** or to get additional points. A well-thought-out system that leads affiliates to always find new people. Also through the use of micro influencers who act through a "**Cashflow Setup**" system. With a short video spammed all over social media, they try to convince you to click on a link in their bio to enter this world of "easy money" and "non-traditional", you could say. "It's a business model, ours, win-win, because everyone wins: customers, marketers, companies," Mihail Mirzac, leader of the Cashflow Setup group, explained to a journalist who, in disguise, pretended to be interested in the project. People will ask you to switch to the business part, so they can do what you do, and then **you will earn 5% of their earnings**." It's a shame that there isn't even a shadow of those gains. Many, about 500, people have recently turned to the Leone-Fell law firm: **"We are requesting more than a million euros in refunds**. There are people who have paid even more than 50 thousand euros through this deceptive system of promotions and easy earnings and have also found themselves involving their family members," the lawyer said.

Alcune testimonianze: **"Ho investito 10mila euro in tutto"**; "Proponevano delle entrate mensili senza fare assolutamente niente. Mi vedevano più come il portafogli della situazione"; "Veniva mostrato tutto come un giardino dell'Eden, **una vita di guadagni senza troppi sforzi eccessivi**. Ci sono caduto con tutte le scarpe". Non solo. Ai marketer viene anche suggerito di allontanarsi dalla famiglia e dagli affetti più cari. Negli ultimi anni, inoltre, sono stati spinti anche a investire nelle azioni, annunciando che presto sarebbe iniziata la quotazione in borsa: "Nei 99 euro del pacchetto mensile sono comprese anche delle azioni che frutteranno quando l'azienda debutterà in borsa il prossimo luglio", spiega alla giornalista infiltrata di *Fanpage* un giovane marketer. Ma la quotazione in borsa non è mai avvenuta. Inoltre, il 24 ottobre 2023 **Lyoness Italia s.r.l.** comunica che è stata **aperta la procedura di**

fallimento per Lyoiness International AG e Lyoiness Europe AG, entrambe con sede a Buchs, in Svizzera. Lyoiness Italia che gestisce la comunità d'acquisto nel nostro Paese e che è controllata al 100% proprio da Lyoiness Europe AG, rimane attiva, ma cambia i suoi vertici.

Edoardo Moretti, dopo 12 anni alla guida del ramo italiano della multilevel agency, cede il posto al manager austriaco Richard Meixner. Sul suo conto si sa poco o niente, solo che era uno dei tanti a gravitare nel vasto universo di Lyconet. Lo stesso Moretti spiega di non conoscerlo molto: "Mi è stato presentato come persona che già collaborava. Mi sono stati presentati decine, centinaia di manager di altre nazioni. Io ho sempre visto passare di tutto, non è che mi domando chi è chi". Cosa ne pensa, invece, delle "vittime"? "È chiaro che **delle cose non hanno funzionato, ma non è morto nessuno**. Avranno le spiegazioni da chi è in grado di fornirle, io ho sempre fatto quello che andava fatto", ha affermato Moretti. In Italia Lyoiness è stata oggetto di una **procedura da parte dell'Agenzia della concorrenza e del mercato**. Nel 2018, l'Agcm ha accertato la scorrettezza del sistema di promozione utilizzato dalla società Lyoiness Italia S.r.l. per diffondere fra i consumatori una formula di acquisto di beni con cashback, proprio perché integra un sistema dalle caratteristiche piramidali, fattispecie annoverata dal Codice del consumo tra le pratiche commerciali in ogni caso ingannevoli. Per questo l'Antitrust ha imposto alla società il pagamento di una **sanzione di 3,2 milioni di euro**.



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