

media data

SIX SWISS EXCHANGE

January 2011

short report

six-swiss-exchange.com

The screenshot displays the SIX Swiss Exchange website. At the top, the logo 'SIX SWISS EXCHANGE' is visible alongside a market data bar showing indices: SMI 6639.96 (+0.02%), SLI 1069.88 (+0.15%), SPI 5966.82 (+0.03%), and SBI 114.29 (-0.10%). A navigation menu includes links for Home, About us, Contact, and English. Below this, a secondary menu lists market categories: Shares, Bonds, ETFs & Funds, ETPs, Derivatives, Indices, Statistics, News, Know-how, and Services. A search bar is located on the right side of this menu.

The main content area features a 'Welcome' message and a 'Right on the pulse of the market' section. A central chart displays the SMI index with a value of 6638.82 and a change of 0.00%. Below the chart, there are sections for 'PARTICIPANTS', 'ISSUERS', and 'INVESTORS'. A 'HIGHLIGHTS' section includes a webcast titled 'Webcast: Future challenges for stock exchanges' and an agreement between SIX Swiss Exchange and Liquidnet.

On the right side, there is a 'PRODUCT SEARCH' section with a search bar, a 'TOOLBOX' with links to Bond calculator, Chart, Heat map, and Currency exchange rates, and a 'LOGIN' section with links to myMarketpulse, Member Section, Issuer Reporting, IBT, and IBL. A 'MYFAVORITES' section is also present.

At the bottom right, there is a 'FINANZ und WIRTSCHAFT' logo and a '2., revised version Order now!' button.

The SIX Swiss Exchange website will be rolling out new content free of charge, spanning current market data and comprehensible neutral business news as well as clever analysis tools.

- Shares
- Bonds
- ETFs & Funds
- ETPs
- Derivatives
- Indices
- Statistics
- News
- Know-how
- Services

| company

six-swiss-exchange.com

- SIX Swiss Exchange is one of the world's leading regulated stock exchanges and the most important exchange in Europe for the life science area. It is an important pillar of the Swiss Financial Center and helps create the best possible trading conditions, connecting investors, issuers and participants from across the world.
- SIX Swiss Exchange forms the efficient and transparent reference market for world-leading Swiss companies. Thanks to its high-performance SWXess platform, its trading partners benefit from latency periods of just microseconds. SIX Swiss Exchange ensures round-the-clock trading that is independent, fair and supervised, covering the attractive segments of equities, bonds, ETFs and ETPs; this increases trust and stability in the Swiss financial center.
- SIX Swiss Exchange is a company of SIX Group, which provides first-rate services worldwide in the areas of securities trading, clearing and settlement, as well as financial information and payment transactions.

| unique selling proposition six-swiss-exchange.com

- right on the pulse of the market: The online portal offers a broad range of information and clever analysis tools.
- marketplace for various securities such as stocks, bonds, international bonds, ETFs and ETPs
- SIX Swiss Exchange keeps investors (private and professional), issuers and participating banks fully informed
- unique combination of high operator convenience and clear structure with extensive content

| key facts

six-swiss-exchange.com

- coverage per month: over 1.750.000 PageImpressions , 660.000 Visits and 163.500 Unique User
- age of the user: 25 – 55 years
- the portal is with his high net coverage, particularly in his target group private investors, asset advisors and asset manager and as premium finance site excellent suitable for advertising
- through the use of only one advertisement (skyscraper 200 x 600 pixel) the advertising space gets a exclusive character and thus reach a outstanding advertising effect – to a attractive price
- targeting: rubrics and languages (german, english, french)

| **placements**
six-swiss-exchange.com

- run of site
- rubrics (targeting possible)
 - Homepage (including News, Derivatives, Know-how, Tools, About us)
 - Shares
 - Bonds
 - ETFs & Funds
 - ETPs



| advertisement
Skyscraper

| format
SWF (Flash)/GIF/JPG

| size
120-200 x 600 pixel, max. 30 kB

| price list

2011

advertisement	format (pixel)	size	placement	price (cpm)	
				Euro	CHF
Skyscraper	120-200 x 600	30 kB	Homepage, targeting (rubric/language (GE/ENG/FR))	30,00	40,00
			run of site	25,00	35,00

- **volume discounts**
the discounts refer to the volume for every order.

over	5.000 €	3%
	10.000 €	5%
	15.000 €	7%
	20.000 €	10%
	50.000 €	15%

- **agency commission**
agencies get a commission of 15%

| price list - conditions 2011

- order volume
The minimum order volume is 2.500 € / 3.000 CHF (before discounts and agency commissions)
- cash discount
A cash discount of 2% is granted, when payment takes place within 10 days after billing
- payment terms
New costumers must accept prepayment; financial advertising AG calculated the total number of the delivered media achievement by the end of the month and/or until at the end of the campaign.
- cancellation fees
The notice of cancellation must take place in written form. Until 10 working-days before the beginning of the campaign the cancellation is free; from 10 to 6 working-days before the campaignstart a cancellation fee of 50% is invoiced, afterwards the originally booked media achievement would be invoiced.
- delivery of advertising materials
The advertising materials must be sent at least three workdays before the start of campaign to: banner@financial-advertising.de.
- general terms and conditions
The general terms and conditions of financial advertising AG apply.

| about us

- financial advertising AG (a 100% subsidiary of the aktiencheck.de AG) is specialized in the financial environment for the development and execution of media plans as well as for the marketing of high-quality finance sites.

So, the financial advertising AG is a ideal partner for advertiser and advertising media, which are looking for a professional and service-oriented consultation for online advertisement and marketing in the internet and other new media.

| contact

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