

Launch Your Success on the Swiss ETF/ETP Market

Do you issue ETFs and ETPs, and want to benefit from the attractive growth offered by the Swiss market? SIX Swiss Exchange will provide you with active support when launching innovative products, lead you through a speedy listing process, and provide access to a capital-rich investor base.



As an ETF issuer, you pursue a clear strategy and list your products on exchanges with the greatest growth potential? SIX Swiss Exchange offers you the perfect conditions for long-term success. Our ETF segment has been an ongoing success story for more than ten years. As one of the first ETF trading venues in Europe, we have many years of experience that we are happy to share with you.

Profit from Remarkable ETF Growth

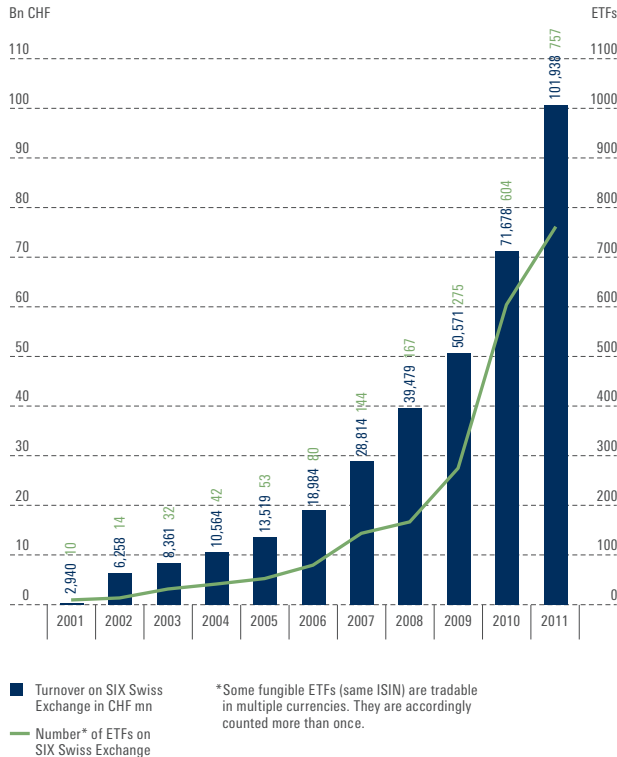
Our trading volumes have been rising by an impressive 30–50% per year since 2002. Turnover in 2011 was CHF 101,938 million – representing a market share of approximately 15% in Europe, and 10% of all segments on SIX Swiss Exchange overall. Growth in the number of ETFs is just as extraordinary. By the end of 2011, 757 products were listed on SIX Swiss Exchange. Product choice is another important driver of growth.

Thanks to lively innovation on the part of the 22 providers represented in the ETF segment at present, ETFs now cover more and more asset classes and investment styles, strategies and regions. Despite this, plenty of potential still exists for new and innovative products.

The Benefits at a Glance:

- Fast, straightforward access to a growth market
- International, capital-rich investor base
- Products can be listed in several currencies
- Personal support and expert advice on all issues
- Active marketing support to promote your products

ETF Turnover and Number* of ETFs on SIX Swiss Exchange (as of 31.12.2011)



Source: SIX Swiss Exchange

Leading Global Financial Center

Strong growth in the ETF segment reflects the large and international pool of investors it attracts. The financial sector in Switzerland manages assets totaling some CHF 3,930 billion, around half of which originates from non-Swiss investors. The Swiss financial center leads the world with a 27% share of cross-border private banking business. It offers a broad international base of institutional clients with high placement power, which you can access easily by listing your products on SIX Swiss Exchange.

Helping Innovative Products to Success

Would you like to launch an innovative product? Our solution-focused staff will offer active support with their industry-leading expertise, and create attractive opportunities for new growth. We'll work together to develop new ideas and pursue these together throughout. Precious metal ETFs backed by physical metals deposits – a world first – are worth a particular mention. Our promising ETP segment offers you even more placement opportunities. ETPs are collateralized debt rights which replicate an underlying asset (generally commodities) in a simple or leveraged way. They are traded like ETFs in a multi market making segment, but are not legally classified as funds.

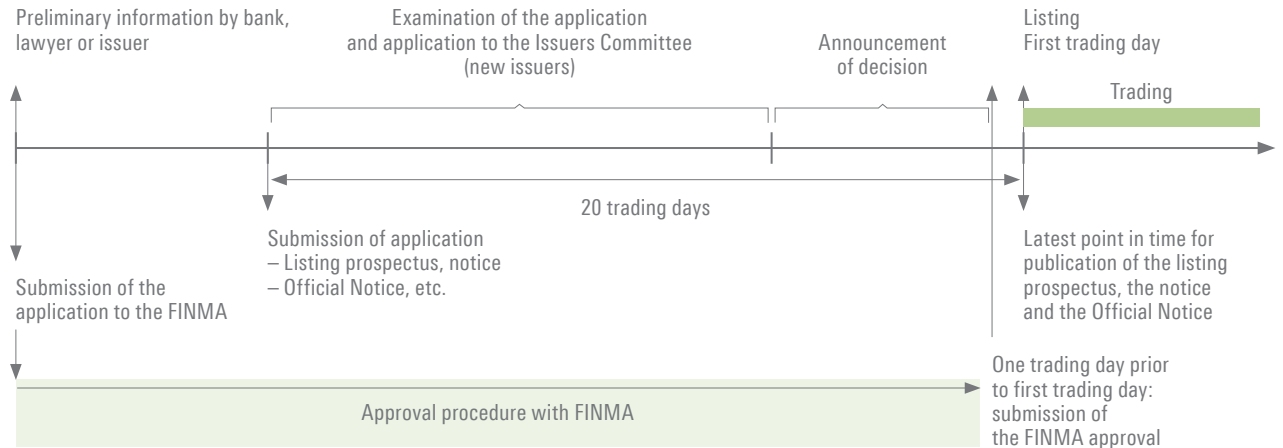
Reach More Investors with Additional Currencies

Make the most of our multiple currency facility. It enables the straightforward listing of your products in up to seven (at present) different currencies at the same time: CHF, EUR, USD, GBP, JPY, CAD and AUD. Each product can be listed with the same ISIN in these currencies, and traded in several order books. We have gradually expanded the number of currencies available to make your products even more attractive to investors.

Benefit from the Best Trading Framework

To cope effectively with rising trading turnover, SIX Swiss Exchange invests on an ongoing basis in improvements to the performance of the trading platform. Trades in your ETFs and ETPs are processed using the SWXess platform, which offers trading speeds in microseconds. SIX Group's fully-automated trading, clearing and settlement system is one of the most efficient in the whole of Europe. To guarantee the greatest degree of flexibility, transactions can be processed via other clearing or settlement organizations.

Quick Admission of ETFs to Trading



SIX Swiss Exchange has created an efficient and clearly structured listing process to get your products trading faster. Existing issuers can expect to see their new products admitted after no more than ten trading days. As a new issuer, your listing application will be processed in a maximum of 20 days. Our highly knowledgeable specialists will guide you step-by-step through the whole listing procedure, with personal support on hand to help you out where you need it. Our website also offers comprehensive information about the listing process.

Market Makers Ensure Liquidity

As an issuer, you are interested in liquidity. One of the basic requirements is that each issuer engages at least one market maker. With over 20 market makers on SIX Swiss Exchange, we offer a broad choice of suitable partners. We're also happy to provide relevant contacts if you so wish.

We'll Help You Make a Name for Yourself

SIX Swiss Exchange runs a full program of marketing activities which will raise the awareness and visibility of your products in the Swiss market. Our website features regular news bulletins and statistics about the ETF/ETP segment, and ensures that your products are prominently displayed. We also hold informative monthly seminars for investors, as well as our Ex-

*"As a product issuer
on SIX Swiss Exchange, we provide you
with active support and open doors
to the Swiss financial center."*

Alain Picard, Head Product Management

change Traded Product Days for professionals. The benefits of our events are twofold: we promote investor knowledge about the ETFs and ETPs you offer, whilst also bringing relevant parties together and offering you the opportunity to get actively involved.

Your Contact Persons

Alain Picard
Head Product Management
T +41 58 399 2559
alain.picard@six-group.com

Christine Knüsel
ETFs & ETPs Product Management
T +41 58 399 2670
christine.knuesel@six-group.com

Danielle Mair
ETFs & ETPs Product Management
T +41 58 399 2539
danielle.mair@six-group.com

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SIX Swiss Exchange Ltd
Selnaustrasse 30
P.O. Box 1758
CH-8021 Zurich

T +41 58 399 5454
F +41 58 499 5455
info@six-swiss-exchange.com
www.six-swiss-exchange.com