

## MEDIA RELEASE

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### **SWX Swiss Exchange becomes SIX Swiss Exchange – EXFEED is now named SIX Exfeed** *Stock exchange and raw financial data provider with new names*

SWX Swiss Exchange AG has changed its name to **SIX Swiss Exchange Ltd.** The renaming is yet another step in the implementation of the brand strategy of SIX Group (formerly, Swiss Financial Market Services) that was announced on 21 August 2008 (see related [media release](#)).

In parallel with the introduction of the name SIX Swiss Exchange, the name of its subsidiary company EXFEED AG has also changed. The provider of raw financial market data is now officially known as **SIX Exfeed Ltd.**

The new brand architecture of SIX Group on one hand underscores the shared identity of its subsidiaries – which are involved in securities trading, securities-related services, financial information and payment transactions – even as the Group benefits from the existing brand recognition of those integrated companies. This is made possible because the previous corporate names will now be preceded with the abbreviation SIX, which stands for **S**wiss **I**nfrastructure and **E**xchange.

At the outset of 2008, the Swiss financial market infrastructure providers SWX Group, Telekurs Group and SIS Group merged to create Swiss Financial Market Services, which now named SIX Group. The enterprise, with its approximately 3,600 employees in 23 countries, is a cornerstone of the Swiss financial marketplace.

The homepages of SIX Swiss Exchange and SIX Exfeed are now accessible via the following URLs:

[www.six-swiss-exchange.com](http://www.six-swiss-exchange.com)

[www.six-exfeed.com](http://www.six-exfeed.com)

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*SIX Group operates Switzerland's financial market infrastructure and offers on a global scale comprehensive services in the areas of securities trading, clearing and settlement, as well as financial information and payment transactions. The company, which emanated from the merger of the SWX Group, Telekurs Group and SIS Group at the start of 2008, is owned by its users (160 banks of various size and orientation) and, with its workforce of approximately 3,600 employees and presence in 23 countries, generates annual revenues in excess of 1.5 billion Swiss francs.*

*As one of Europe's leading securities exchange and financial market infrastructure operators, SIX Group offers first-rate services that address all aspects of Swiss and crossborder securities trading as well as the admission of securities to trading. The company's other business fields focus on rendering cost-effective and efficient services in the areas of clearing, settlement, securities safekeeping and administration, as well as supplying international financial information for investment advisors, portfolio managers, financial analysts and administrators of securities transactions. In addition, its services in the area of payment transactions cover the acceptance and processing of payments made with credit, debit and customer cards, as well as the handling of interbank transfers and e-invoices.*