

MEDIA RELEASE

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**Foundation Collection of
Historical Securities**

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Can luxury be a sin?

Wertpapierwelt – the Museum of Historical Shares and Bonds – is staging a special exhibition on pomp and prestige

What is luxury? In its new special exhibition, the museum examines this age-old question. Just for once the latest collection of a hip luxury label is not being presented in the opulent atmosphere of a flagship store but rather the shares and bonds of the companies that produced them.

Luxury is always relative. What is luxury for one person is totally normal for someone else. Using these securities from the luxury goods industry, the exhibition investigates the complexity of this subject along with all its social and economic facets.

Supplementary information and objects showcased in display cabinets that can be allocated to individual aspects of luxury provide additional food for thought: foodstuffs, alcohol and tobacco, jewellery and watches, leisure pursuits and (supposed) everyday items.

The luxury business has long become an important sector of the economy. Even during the financial crisis people bought luxury goods totalling some EUR 200 billion across the globe. Refrigerators, vacuum cleaners and cars, which used to be considered luxury items, are now almost part of the standard inventory of every household. Everyone wants to get their hands on the "latest thing" as soon as possible. The yearn for luxury thus also leads to innovation and technical progress.

A film sets the mood for the exhibition by asking visitors to reflect on their personal opinions on the subject. Here everyone can decide for themselves where to draw the line between basic needs, luxury and decadence.

To celebrate the opening night today, Thursday, 12 March 2015, we would like to invite you to a guided tour through the exhibition:

4 p.m.	Tour begins
5 p.m.	Reception incl. cocktails and guest presentation by Prof. Tobias Straumann, economic historian and lecturer at the universities of Zurich and Basel

To register please send an e-mail to: pressoffice@six-group.com

Should you have any questions, please feel free to contact Jürg Schneider,
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Wertpapierwelt

Wertpapierwelt is the museum run by the charitable Foundation Collection of Historical Securities, an initiative of SIX.

The Wertpapierwelt collection comprises around 10,000 historical shares and bonds from some 150 countries and documents the evolution of the global economy from the beginnings of the joint stock company to today. The exhibits include numerous style documents of artistic and cultural significance. Wertpapierwelt conveys the highly diverse nature of historical securities in changing thematic exhibitions. In so doing, the museum hopes to make the public more aware of the economic significance of the joint stock company from its beginnings to the present day.

Address:

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Opening hours: Tuesdays and Wednesdays, 9:30 am to 5:00 pm. Guided tours for groups can be arranged upon request. Further information: www.wertpapierwelt.ch

SIX

SIX 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 is owned by its users (approximately 140 banks of various size and orientation) and, with its workforce of more than 4,000 employees and presence in 25 countries, generated an operating income of 1.8 billion Swiss francs and a Group net profit of CHF 247.2 million in 2014.

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