

Joint media release

Zurich, October 1, 2012

Structured Products Fair 2012: Discover the potential

The motto of the Swiss Structured Products Fair which is being held for the sixth time on October 24 and 25, 2012 at the Kongresshaus Zurich is «Discover the potential». At the event, organized jointly by the Swiss Structured Products Association (SSPA) and Scoach Switzerland Ltd, the exhibitors – including the market’s major players – will present the potential and advantages of these flexible investment instruments. Both fair days also feature specialist speeches by renowned experts and roundtables on current issues.

Creating transparency and transferring knowledge has been a central consideration for the organizers of the Structured Products Fair since it was first held six years ago. This is also illustrated by the continuous expansion of the supporting program. In 2011, in addition to the expert presentations, roundtables and talks by exhibitors, knowledge workshops on different specialist topics were introduced. Following the positive feedback by visitors to the fair, the knowledge workshops will also be offered this year. The focus is on topics such as «Das Potenzial von Strukturierten Produkten nutzen» (Using the potential of structured products), «Ausgewählte Steuerfragen zu Strukturierten Produkten» (Specific tax questions on structured products) and «Bewertung von Barrier Reverse Convertibles im Primär- und Sekundärmarkt» (Assessment of barrier reverse convertibles in the primary and secondary markets).

On October 24, 2012, the renowned American commodities guru and author Jim Rogers will open the fair with his talk entitled «View on the World Economy», in which he will present his view of the global economy and illustrate how he positions himself in this environment. On the same day, Manuel Ammann, Professor of Finance at the University of St. Gallen and Director of the Swiss Institute of Banking and Finance, Karl Reichmuth, Chairman of the Board of Directors and General Partner of Reichmuth & Co Private Bankers, and Zeno Staub, CEO of Vontobel will discuss the challenges facing private banking under the title «Ist Swiss Banking noch ein starker Brand?» (Is Swiss banking still a strong brand?), moderated by Editor-in-Chief of Handelszeitung, Beat Balzli. To conclude the first day of the fair a media roundtable on the topic «Vom Verkäufer zum Käufermarkt – eine Branche im Wandel» (From a seller’s to a buyer’s market – a sector in flux) also features in the program.

The opening speaker on October 25, 2012 is Paul Donovan, Global Economist at UBS Investment Bank, who will speak on the topic «What happens when money dies». The roundtable on the second day of the fair is traditionally dedicated to the market outlook.

Christian Gattiker, Head of Research and Chief Strategist at Bank Julius Bär, Anja Hochberg, Head of Investment Strategy at Credit Suisse, Alan Zlatar, Senior Strategist and Head of Multi Asset Class Investments at Vontobel Asset Management, and Boris Zürcher, Director and Chief Economist at BAK Basel Economics, will present their outlook on the development of the financial markets in a discussion moderated by Dirk Schütz, Editor-in-Chief of Bilanz. To close the fair, Banking Ombudsman Hanspeter Häni, Thorsten Hens, SFI Professor of Financial Economics and Director of the Institute for Banking and Finance at the University of Zurich, and Christian Katz, CEO of SIX Swiss Exchange will discuss the question of client protection in the financial sector.

Further information on the Structured Products Fair can be found at www.strukimesse.ch

Opening times and admission fee for the Structured Products Fair 2012

Kongresshaus Zurich

Wednesday, October 24, 2012, 10 a.m. to 6 p.m.

Thursday, October 25, 2012, 10 a.m. to 6 p.m.

The admission fee of CHF 20 includes a trade fair guide and entrance to all the supporting events on the day in question.

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Scoach Switzerland Ltd

Scoach, a joint venture between SIX and Deutsche Börse AG, is a leading exchange for structured financial products. Scoach operates trading platforms in Zurich for Swiss market participants, as well as in Frankfurt for investors in German and the EU member states. On Scoach Switzerland Ltd, only those products are traded that have completed the regulated listing procedure of SIX Swiss Exchange and fulfill clearly defined requirements with regard to investor protection. Trading is subject to strict rules that ensure transparent and fair dealings for all market participants. This regulated market vouches for the equal treatment of issuers and investors alike. Speed of execution, fairness, transparency, security and innovativeness are the criteria by which we measure our success.

www.scoach.ch

Swiss Structured Products Association SSPA

Your contact of choice for all questions relating to structured products is the Swiss Structured Products Association (SSPA). It represents the shared interests of 23 members, which together make up 95 percent of Switzerland's volume for structured products. The association is domiciled in Zurich.

For more information, please visit www.svsp-verband.ch