



Media Release

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SIX strengthens market for structured products in Switzerland

As of 1 January 2014 the brand identity of the exchange for structured products will be integrated into SIX and the Swiss Exchange business area. Backed by the strength of the SIX brand, the Swiss exchange for structured products will be able in future to address the special characteristics of the Swiss market and contribute to its continuing development.

The market for structured products is of great strategic importance to SIX and represents an important part of its business portfolio. In February 2013, SIX strengthened its commitment to the Swiss market and announced a number of measures to promote this (<http://goo.gl/2Ax1xc>). Following termination of the Scoach cooperation agreement with Deutsche Börse AG as of 1 July 2013, Scoach Switzerland Ltd became a wholly owned subsidiary of SIX Swiss Exchange. Christian Reuss remains CEO of the exchange for structured products and reports to Christian Katz, CEO of SIX Swiss Exchange.

By regaining its full entrepreneurial freedom with respect to the Swiss market for structured products, SIX is able to address the special characteristics of the Swiss market in a more targeted manner and contribute to its continuing development. As a result, SIX has passed on significant efficiency gains to issuers and trading participants, including lowering listing and connection fees while also reducing costs along the SIX value chain. It has also expanded its service offerings with a new platform to enable the efficient handling of interbank trading in structured products.

As of 1 January 2014 the brand identity of the exchange for structured products will be integrated into SIX and the Swiss Exchange business area. This will include taking over the basic brand elements and introducing a new label for the trading platform. The existing seal of quality will be superseded by a new label that will continue to embody the stock exchange's values in terms of quality, transparency and security. Well-known services, such as market control, market reporting, strategy indices, quality characteristics for price setting and sector-specific events, will continue to be provided and developed as before.



Swiss Exchange

Note to editors:

New label of Swiss exchange for structured products, valid from 1 January 2014:



New icon, valid from 1 January 2014:



Link to Swiss exchange for structured products, valid from 1 January 2014:

www.six-structured-products.com

Should you have any questions, please feel free to contact Stephan Meier, Media Relations.

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SIX Swiss Exchange

SIX Swiss Exchange is the most important independent exchange in Europe. We connect companies from around the world with international investors and trading participants and create particularly market-oriented framework conditions for listing and trading in our highly liquid segments Equities, Bonds, ETFs, ETPs and Structured Products and Warrants. SIX Swiss Exchange is an ideal listing location for companies of every origin, size and sector. With the world's fastest trading technology X-stream INET as well as the most advanced connectivity options, we offer our trading participants excellent trading conditions. We maintain a close dialogue with both our domestic and foreign customers, working intensively with them to create optimal conditions for their success. Furthermore, we offer them access to a strong global network.

www.six-swiss-exchange.com

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 150 banks of various size and orientation) and, with its workforce of more than 3,500 employees and presence in 24 countries, generated an operating income of 1.14 billion Swiss francs and a Group net income of CHF 320.1 million in 2012. www.six-group.com