



SIX Swiss Exchange

Welcome to the Swiss Financial Center

Your Place for Raising Capital Efficiently

The Swiss financial center is highly attractive for both Swiss and foreign companies seeking to raise capital. Switzerland is among the world's leading financial centers, noted for its innovation, stability and security, and banks which have an excellent track record as regards placement power. With SIX as a proactive partner, you will benefit from an efficient going public process and gain access to the huge capital pool of major Swiss and international investors.

Switzerland has been a leading financial center in the heart of Europe for decades thanks to its innovation, competitiveness and political and economic stability. It is also a key place for trading capital and commodities worldwide.

Leading the Way in Competitiveness

One of the reasons for Switzerland's outstanding competitiveness is the innovative strength of the domestic and foreign companies domiciled here, which invest heavily in R&D to supply leading-edge technology for world markets. This success also stems from a series of economically beneficial factors and attractive operating conditions that help to persuade a large number of international firms to relocate to Switzerland.

Your Advantages at a Glance:

- World-leading financial center
- Capital-rich, international investor base
- Banks with high placement power
- Exchange with strong international focus
- Efficient capital-raising thanks to excellent networking and personal support

**“ Switzerland’s stability and its
innovative business location make SIX
your ideal partner for going public. ”**

A Closely Integrated Economy and a Highly Qualified Workforce

The Swiss economy has traditionally maintained strong links to global markets. Hardly any country has a comparable concentration of internationally experienced managers. Switzerland's lead in innovation can also be attributed to its highly qualified and multilingual workforce. Liberal employment laws give companies a great deal of freedom of action. Added to quality of life, political stability and high levels of legal and social security are favorable tax conditions for companies and individuals alike. Switzerland also leads the world in terms of its infrastructure.

A Magnet for International Firms

A constant stream of companies is attracted by the conditions Switzerland offers, choosing the country as the location for either a new branch office or their global or European headquarters. Big names that have moved here in recent years include Procter & Gamble, McDonald's, Google, Evolva and CEVA Logistics. Some of the companies followed up with a listing on SIX Swiss Exchange in order to make the most of the Swiss financial sector's advantages. SIX Swiss Exchange is also an attractive proposition for a secondary listing. Around 5–10% of the companies listed have their registered office in another country.

A World-Leading, Highly Capitalized Financial Sector

The financial sector is a major driving force behind Swiss economic growth, contributing around 10% of total economic output in 2020. As a financial center, Switzerland manages assets totalling around CHF 7,700 billion (SNB, November 2021) with roughly 80% of this invested in equities and funds. Switzerland is the world leader in cross-border private banking. Added to this is a large and international base with approximately 2,000 institutional investors. Foreign institutional investors hold around 50% in Swiss equities.

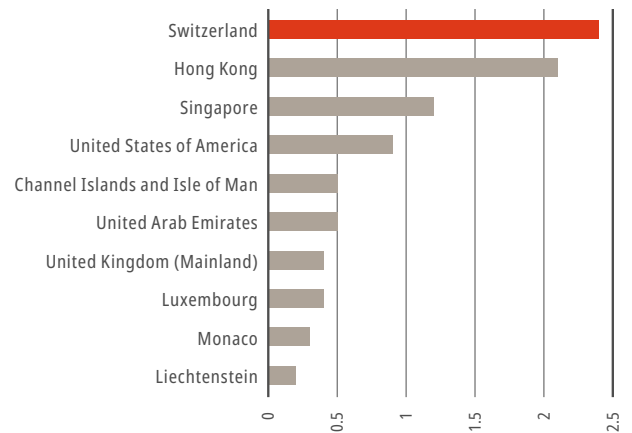
There are around 500 banks and insurance companies and around 1,500 pension schemes operating in Switzerland. The strong position of Switzerland's banks and insurers in the financial market makes it easy for companies on the SIX Swiss Exchange to engage in dialog and networking with the investor community both nationally and internationally. The many advantages of doing business in Switzerland make the banks very powerful when it comes to financing and the placement of shares.

Switzerland's Competitiveness

1. Switzerland
2. Sweden
3. Denmark
4. Netherlands
5. Singapore
6. Norway
7. Hong Kong
8. Taiwan
9. United Arab Emirates
10. United States of America

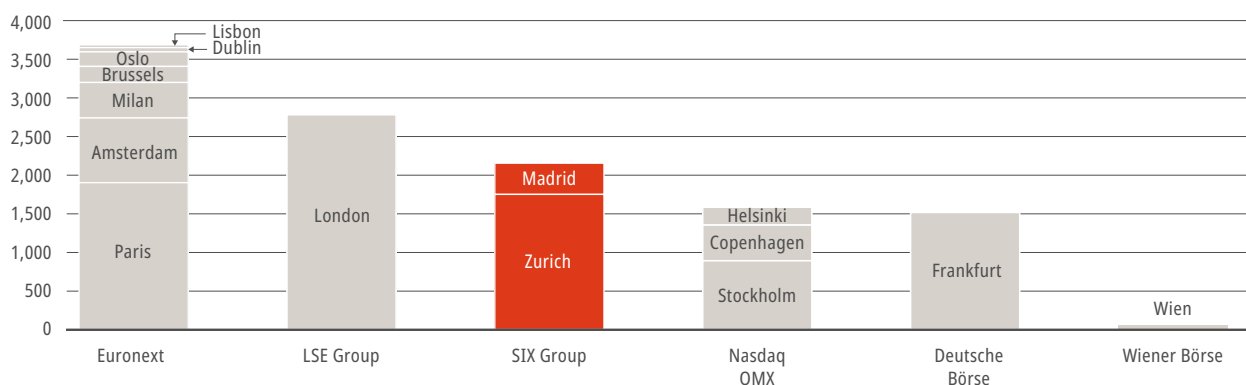
Source: IMD World Competitiveness Ranking 2021

Market Share in Cross-Border Private Banking (in USD trillion)



Source: The Boston Consulting Group, Global Wealth Report 2021

Free Float Market Capitalization of Listed Companies (in EUR billion)



Sources: SIX and STOXX, December 2021

We Give You Access to the International Capital Market

It is hardly surprising that the Swiss financial center boasts an extraordinarily high concentration of global corporations, financial services firms and potent investors. This naturally gives SIX Swiss Exchange a competitive edge as it can provide you as a listed company with access to experienced, highly capitalized Swiss and international investors and high liquidity. Moreover, investors in Switzerland have years of experience in handling cross-border, sector-specific investment strategies.

You Benefit from a Market-Driven Regulatory Environment

The regulatory requirements of SIX Swiss Exchange are market-driven which makes the going public process as efficient as possible. The exchange enjoys self-regulation powers under Swiss law, giving it the best possible scope to strike a balance between robust investor protection and a regulatory framework that is not excessive from the company's point of view. Self-regulation means that we can offer you a market-driven environment that makes it much easier for you to raise capital while minimizing costs and paperwork.

We Support You with Personal Advice and First-Class Services

SIX provides you with personal support before, during and after going public. With our expert assistance, you can complete the listing process in just four weeks from filing. You also benefit from first-class services as well as a proactive partnership that will raise your profile with investors, analysts and the media. Thanks to our industry-leading know-how, we can reduce your workload to a minimum and enable you to fund your business efficiently with a view to achieving long-term growth.

We look forward to hearing from you:
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For more information for issuers of equities, please visit:
www.six-group.com/primarymarkets

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