



# Reveal Your Strengths

Increase Your Presence in the Market

# Content



# Table of Contents



## **S.03-04**

### **Introduction & Overview**

Introduction 03

Overview of Stage Offerings 04



## **S.05-07**

### **Targeted Presence**

Information, Education, Network 05

Factsheet 06



## **S.08-09**

### **Our Partner for Reports**

Research Report 06

Partners 08



## **S.11-12**

### **Together for Your Success**

Distribution and Use 09

Contact 11

# The Stage Program: Succeed Through Proactive Presence

**One of the most important reasons for listing on a stock exchange is the access it offers to financial markets and growth capital. To be able to use capital markets effectively, however, a company needs to have a minimum volume of trading liquidity.**

Shares of small and medium-sized companies are often less liquid for a variety of reasons.

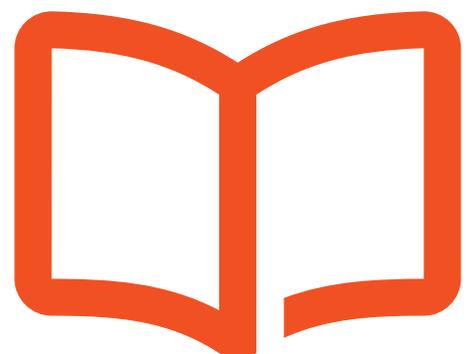
To help companies boost their presence in the market and achieve an appropriate valuation, SIX offers the Stage Program.

The Stage Program helps companies to improve their visibility among essential stakeholders in a targeted manner.

Thanks to the Stage Program, you benefit from a regularly updated factsheet as well as research reports created by our experienced partners for you to reach a large number of capital market participants.

In addition, you have access via SIX to statistics and services, which make your being public a lot easier.

To guarantee the independence of the reports and ensure continued investor trust in the research, there is no contractual relationship between your company and the partners involved. SIX acts as a link between you, the client, and the partners. To ensure that the interests of the various parties are taken into account, a SIX advisory body – the Research Commission – has been established.



# Our Stage Offering

The Stage program by SIX includes various services. Find the offering that suits your company best.

## Services at a Glance

	Light CHF 3,000 p.a.	Standard CHF 32,000 p.a.	Premium* CHF 48,000 p.a.	Deluxe* CHF 78,000 p.a.
Information, Education, Network by SIX	✓	✓	✓	✓
Factsheet from Finanz und Wirtschaft	✓	✓	✓	✓
Research coverage from Baader Helvea, UBS, Zürcher Kantonalbank	✗	from one bank ✓	from two banks ✓	from three banks ✓

\* Certain requirements must be met for the Premium and Deluxe offering. Please contact us for more information.

# Shape Your Presence in a Focused Way

With our Information, Education, Network offering, we help you shape your public presence in a simple and focused way. Make use of our know-how and services and take part in our informative workshops and events. You also benefit from personal support from the Issuer Relations Team at SIX.

## **Information**

- Information on regulatory developments
- Updates and statistics on trading
- Customer-specific analysis

## **Education**

- Workshops in cooperation with various partners
- Workshops on the subject of regulations, capital market law, investor relations-related topics and financial reporting as well as current topics

## **Network**

- Investor conferences, sponsored by SIX
- Networking events
- Access to network of financial experts and investors



# Research Coverage for Your Company

**With the factsheet and the research report, your company is on track. You will receive comprehensive research coverage as well as market-relevant figures and important information at a glance.**

## **The Factsheet**

The factsheet includes the following information as a minimum:

- description of business activity
- key figures: sales, EBIT, net profit (no estimates)
- performance

The factsheet is drawn up within two months of your company joining the program and is regularly updated for you.

## **The Research Report**

With the Standard, Premium and Deluxe offers, you benefit from a professional research report comprising the following minimum elements:

- investment case
- a rating (estimate) and target share price, or potential in comparison to the SPI in the case of relative assessments (outperform/underperform)
- housekeeping information, e.g. number of shares, ticker, shareholders
- description of the segments in which your company is active: drivers, markets, competition and other indicators for a significant investment case
- evaluation and explanation of the approach and the peer group (as needed)
- financial model with three-year estimates and at least three years of history
- determination and appraisal of estimates

The report for your company will be fully integrated into the existing research product portfolio of the bank and released in its publication language.

## Our Partner for Research Reports

### **Baader Helvea**

Baader Helvea is part of the Baader Bank Group, one of the leading family-run full-service investment banks serving customers across the German-speaking region. Its staff of approximately 400 people, located in Munich, Frankfurt, Zurich, Stuttgart, Dusseldorf, London, New York and Los Angeles supports customers and their needs across the business areas of Market Making, Capital Markets, Institutional Brokerage, Asset Management Services, Banking Services and Research.

[www.baaderbank.com](http://www.baaderbank.com)

### **UBS**

UBS is comprised of four interdependent business divisions which are supported by Group Functions. We operate across the globe providing financial advice and solutions to private, institutional and corporate clients worldwide, as well as private clients in Switzerland. UBS employs more than 60,000 people and is the world's largest and only truly global wealth manager.

Our Research function, which sits within Group Functions, provides question-driven, evidence-based research to leading institutional investors globally. Our analysts, economists and strategists have adapted the traditional scientific method to their coverage of around 3,000 stocks as well as other asset classes and economies around the

globe. They present their findings in a clear, transparent way that acknowledges the role of uncertainty in any investment decision, answering the investment questions that matter most to our clients.

[www.ubs.com](http://www.ubs.com)

### **Zürcher Kantonalbank**

Zürcher Kantonalbank is a leading universal bank in the Greater Zurich Area, with national roots and international reach. It is an independent public-law institution of the Canton of Zurich and has received top ratings from the rating agencies Standard & Poor's, Moody's and Fitch (AAA or Aaa). With more than 5,000 employees, Zürcher Kantonalbank offers its clients a comprehensive range of products and services. The bank's core activities include financing businesses, asset and wealth management, trading, capital market transactions, deposits, payment transactions and card business. Zürcher Kantonalbank provides customers and distribution partners with a comprehensive range of investment and retirement provision products and services. With its Swisscanto Invest by Zürcher Kantonalbank brand, the Zürcher Kantonalbank Group is one of the largest fund providers in Switzerland. It is known for its vanguard role in sustainable investments and its funds regularly achieve national and international recognition.

[www.zkb.ch](http://www.zkb.ch)

## Our Partner for Factsheets

### **Finanz und Wirtschaft**

"Finanz und Wirtschaft" addresses experienced private and professional investors. Switzerland's largest editorial team of economic experts explains the complex correlations between the global economy and the financial markets digitally on a daily basis and in print twice a week (Wednesday and Saturday). FuW covers all companies

listed in Switzerland as well as major international corporations. It also provides investment recommendations and offers an extensive market data section in print and online. The research product "FuW – The Analysis" covers 100 Swiss companies.

[www.fuw.ch/uber-uns](http://www.fuw.ch/uber-uns)

# Benefit from Independent Reports

**Being part of the SIX Stage Program enables you to receive independent research reports and aims to ensure the fair distribution of research mandates.**

## **Research Mandates**

SIX acts as a link between you and the research partners. In this way, we ensure the independence of your research reports. We also guarantee fair distribution of the mandates. The mandates are allocated to the participating banks on a random basis; neither you nor the partners have any influence over the allocation.

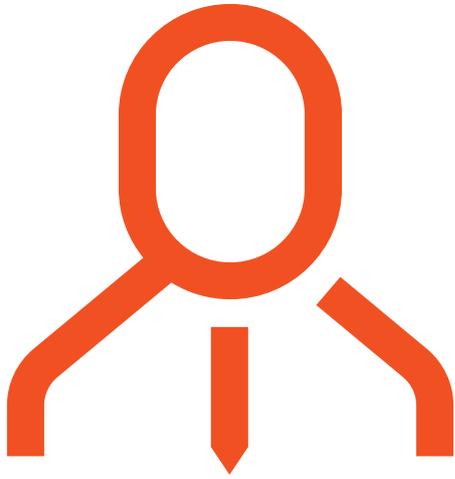
## **Use of the Research Reports and Factsheets**

Your company is free to use the factsheet and upload it to your webpage.

The distribution and marketing of the research report are the responsibility of the bank that drew up the report and that distributes the research report through its conventional channels. A copy of each report is provided to your company for internal use.

## **Contractual Term**

A one-year contractual term applies to the "Light" Stage offering, while for the other Stage offerings, the contract is concluded for two years at the outset. This two-year term ensures comprehensive and ongoing coverage, enabling an in-depth examination of your company.



# Working Together for Your Success – Contact Us

**Vera Sokulskyj**

Head Issuer Relations

T +41 58 399 8420

[vera.sokulskyj@six-group.com](mailto:vera.sokulskyj@six-group.com)

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

None of the information contained herein constitutes an offer or a recommendation to buy or sell or take any other action regarding financial instruments. SIX Group Ltd or its direct and indirect subsidiaries (hereafter: SIX) are liable neither for the completeness, accuracy, currentness and continuous availability of the information given, nor for any loss incurred as a result of action taken on the basis of information provided in this or any other SIX publication. SIX expressly reserves the right to alter prices or composition of products or services at any time. © SIX Group Ltd, 2019. All rights reserved.

