



# 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

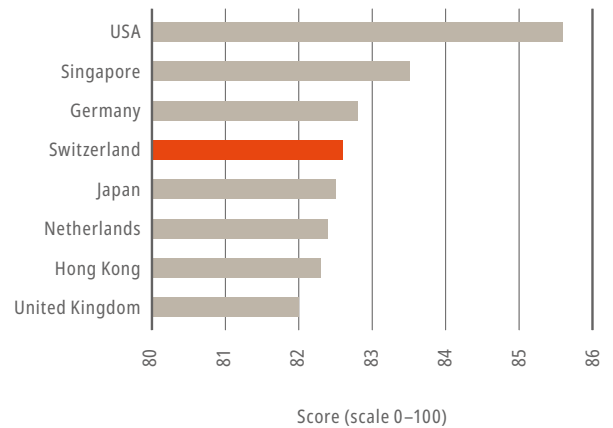
A constant stream of companies is attracted by the conditions Switzerland offers, choosing the country as the location for either a new branch office or their global or European headquarters. Big names that have moved here in recent years include Procter & Gamble, McDonald's, Google, Evolva and CEVA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

### A World-Leading, Highly Capitalized Financial Sector

The financial sector is a major driving force behind Swiss economic growth, contributing 9% of total economic output in 2017. As a financial center, Switzerland manages assets totalling around CHF 6,200 billion, with roughly 60% of this invested in equities and funds. About half of these assets are owned by foreign investors. Switzerland is the world leader in cross-border private banking with a market share of 24%. Added to this is a large and international base with approximately 2,000 institutional investors. Foreign institutional investors currently hold around CHF 1,350 billion in Swiss equities.

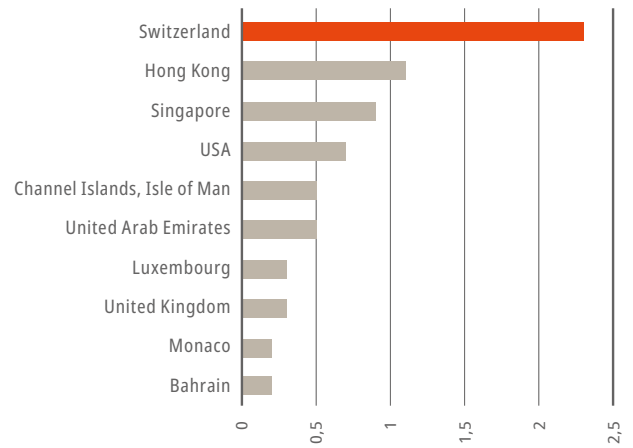
There are around 470 banks and insurance companies and around 1,700 pension schemes operating in Switzerland. The strong position of Switzerland's banks and insurers in the financial market makes it easy for companies on the Swiss stock exchange to engage in dialog and networking with the investor community 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



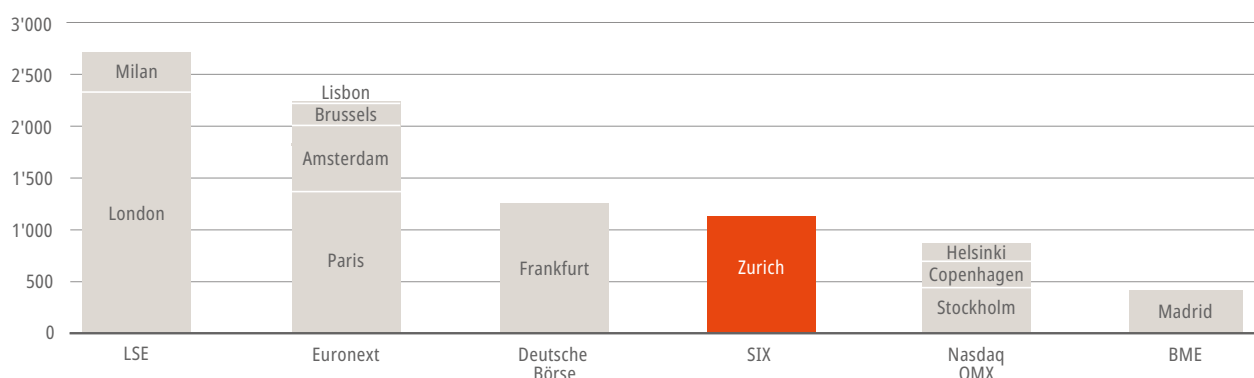
Source: WEF, The Global Competitiveness Report 2018

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



Source: The Boston Consulting Group, Global Wealth 2018

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



Sources: SIX and STOXX, September 2018

### 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 the Swiss stock 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 the Swiss stock 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. 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:  
[primarymarkets@six-group.com](mailto:primarymarkets@six-group.com)

For more information for issuers of equities, please visit:  
[www.six-group.com/primarymarkets](http://www.six-group.com/primarymarkets)

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**SIX**  
**Securities & Exchanges**  
Pfingstweidstrasse 110  
P.O. Box  
CH-8021 Zurich

T +41 58 399 5454  
[www.six-group.com/exchange-services](http://www.six-group.com/exchange-services)

**Primary Markets**  
T +41 58 399 2245  
[primarymarkets@six-group.com](mailto:primarymarkets@six-group.com)