



# Reveal Your Strengths

Increase Your Presence in the Market

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# 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<br>CHF 3,000 p.a. | Standard<br>CHF 32,000 p.a. | Premium*<br>CHF 48,000 p.a. | Deluxe*<br>CHF 78,000 p.a. |
|--|-------------------------|-----------------------------|-----------------------------|----------------------------|
| Information, Education,<br>Network by SIX                                  | ✓                       | ✓                           | ✓                           | ✓                          |
| Factsheet<br>from Morningstar  | ✓                       | ✓                           | ✓                           | ✓                          |
| Research coverage from<br>Baader Helvea, Vontobel,<br>Zürcher Kantonalbank | ✗                       | from one bank<br>✓          | from two banks<br>✓         | from three banks<br>✓      |

\* 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
- Brochures and checklists are available on the SIX website
- Quarterly statement from the equity indices selection list
- Equity Liquidity Matrix with latest information on liquidity levels of each individual stock in the SPI®

## Education

- Workshops in cooperation with various partners
- Workshops and individual training on the topics of regulation, capital market law and financial reporting

## 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:

- detailed description of business activity
- key figures: sales, EBITDA, 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
- rating (estimate)
- 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 annual estimates and at least three years of history
- derivation of the 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 450 people, located in Munich, Frankfurt, Zurich, Stuttgart, Dusseldorf, London, New York, Boston and Montreal, 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)

### **Vontobel**

Vontobel's mission is to protect and build the wealth of its clients. Over 1,500 employees worldwide provide first-rate, customized services for clients with an international focus. Specializing in active asset management and tailor-made investment solutions, Vontobel provides

responsible and forward-looking advice. The Vontobel families stood for generations with their name for Swiss quality and performance standards.

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

### **Zürcher Kantonalbank**

Zürcher Kantonalbank is a leading universal bank in the Zurich economic area with Swiss roots and an international reach. It is an independent public-law institution owned by the canton of Zurich and has received top ratings from the rating agencies Standard & Poor's, Moody's and Fitch (AAA/Aaa). With more than 5,000 employees, Zürcher Kantonalbank offers its clients a comprehensive range of products and services. With its Swisscanto Invest brand, the Zürcher Kantonalbank group is one of Switzerland's largest fund providers.

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

## Our Partner for Factsheets

### **Morningstar**

Morningstar is a leading provider of independent investment analyses and offers an extensive line of Internet, software and print-based products to individual investors, financial advisors and institutional investors. Morningstar is a trusted source of insightful information on stocks, mutual funds, ETFs, hedge funds and many other investment products. With operations in 27 countries, Morningstar currently provides data on some 530,000 investment products.

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





# 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.

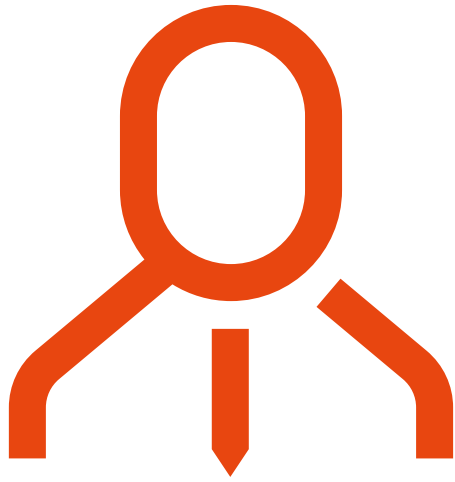
## **Use of the Research Reports and Factsheets**

Your company is free to use the factsheet as it sees fit. You can copy, administer and publish it at your own discretion.

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

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