



Rima Haddad, Head of Switzerland & Middle East, ETF Securities (UK) Limited, introduces ETF Securities and presents the eight exchange-traded funds newly-listed on the SIX Swiss Exchange.

Interview with Rima Haddad, Head of Switzerland & Middle East, ETF Securities (UK) Limited

**ETF Securities created the first commodity exchange-traded product which was brought to market in 2003. Can you introduce ETF Securities?**

ETF Securities is a leading, independent exchange-traded product provider with expertise in commodities. The firm's pioneering work in this asset class is complemented by specialist capabilities in currencies, as well as thematic equities such as mining, shipping and natural resources. ETF Securities is dedicated to developing liquid, transparent investment solutions that can be traded on the world's stock exchanges. The company has a strong history of product innovation. ETF Securities' management team listed the world's first gold exchange-traded commodity in 2003, and many other market-leading investment solutions have since followed. Today ETF Securities provides what we believe to be the world's most comprehensive range of exchange-traded products and is responsible for almost US\$28 billion in global investor assets as at the end of August 2012.

**Can you describe how the landscape for commodity investing has changed since 2003?**

Over the years, there has been dramatic growth in commodities investing as investors increasingly came to recognise the risk and return attributes that commodities reputedly offer. One of the key attractions of commodities investing is the diversification benefits which they can provide in the context of a well-diversified portfolio, given their historically low correlation with equities and bonds. With the emergence of commodity exchange-traded products, pioneered by ETF Securities, investors now have access to a wide range of commodity exposures without ever having to take physical delivery of the underlying. Today, over 1000 commodity exchange traded products (of which ETF Securities represents around 14%) are now listed on stock exchanges around the world, available in multiple currencies, providing exposures to individual commodities, baskets of commodities, and short and leveraged as well as long exposures.

**Eight ETFs from ETF Securities have been listed in Switzerland. What do these funds offer Swiss investors?**

The new listing of eight exchange-traded funds in Switzerland gives Swiss investors immediate access to ETF Securities' thematic and commodity-related equity strategies for the first time.

Thematic investing is a conviction that global mega trends or seismic shifts that have an impact on human-kind give rise to long-term changes in industry, economic and financial markets. ETF Securities has identified five key themes which are currently driving thematic investing. These are: population growth, emerging middle class, climate change, strain on natural resources, and migration and movement. At ETF Securities, thematic-equity investing provides investors with an alternative approach to traditional equity investing, by making available themes such as shipping, gold mining, agri business or alternative energy.

**Which fund would you like to highlight?**

Of the eight listed exchange-traded funds, we highlight the EFX DAXglobal Alternative Energy Fund. The theme behind the DAXglobal® Alternative Energy Index is the growing demand for clean energy.

According to the index provider, alternative energies not only address global climate change and energy diversification but also energy supply and the need for energy availability. Energy experts expect considerable investments in renewable and alternative energies. According to the International Energy Agency (IEA), the future population growth and the increasing need for energy will require annual investment of approx. € 800 billion until 2030. At the same time the yearly economic damages will amount to 5– 20% of the worldwide GDP, if no considerable measures to reduce the CO<sub>2</sub>-emissions are taken. Due to the foreseeable bottlenecks in the global energy resources of fossil fuel, there will be an increased demand for alternative energies such as solar, wind and natural gas. The growing demand for energy in emerging markets like China and India will provide an additional boost in the requirement for alternative energies. The DAXglobal® Alternative Energy Index replicates this global mega trend.'

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