

Media Information – Press Release

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Start of the metaplatfrom Derivative.com

First multi-issuer platform on the primary market for structured products started on December 16. Five issuers and five bank customers already online. Renowned industry experts appointed to the Board of Directors; important strategic alliance formed.

On 16 December 2012, the first trading day has taken place on the platform www.derivative.com. Derivative.com is the first comprehensive platform allowing banks and asset managers in Switzerland and the Principality of Liechtenstein a tailor-made issuance of structured investment products with multiple issuers, starting with an investment sum of CHF 50,000. Customers can record their individual product design on the platform and within seconds receive a price quote from the electronically connected issuers. "Independent platforms are a logical evolution in our industry. It enables financial intermediaries to efficiently compare offerings and choose the best product according to "best-execution" principles", says Stephan Engel, managing director of Derivative.com and adds: "our platform clearly increases transparency and investor protection."

In the first phase lasting until the end of February 2012, Derivative.com focuses on five bank customers that already have access to the platform on regularly recurring trading days. Currently, three product types (Reverse Convertibles, Single and Multi Barrier Reverse Convertibles) can be traded on more than 100 underlyings. In spring 2012, the platform will be opened to other interested banks and regulated asset managers and the range of product types and underlyings will be gradually expanded. Currently, three Swiss and two foreign issuers provide price quotes on the platform (Zürcher Kantonalbank, Bank Sarasin, EFG Financial Products, Société Générale and Morgan Stanley). Another five issuers are close to contract completion.

Derivative.com is a company within the Derivative Partners Holding, whose companies have specialized for more than 10 years on bank-independent analyses and advice for structured products. In addition to the main shareholder Derivative Partners Holding AG, the company is mostly owned by management, board of directors and private investors.

Five recognized industry experts were won to serve on the board. These are: Dr. Felix Grisard (CEO HIAG Holding and President of the Board of Derivative Partners) and Eric Wasescha (CEO and founder of Derivative Partners), representing the main shareholder Derivative Partners as well as Daniel Hefti (CEO of the Neue Helvetische Bank), Enrico Friz (Partner at Walder Wyss) and Robert Zimmerman (SchulthessZimmermann AG).

Derivative.com has agreed to a strategic alliance with "Finanz und Wirtschaft". Martin Coninx, managing director of "Finanz und Wirtschaft," says: "We welcome the new transparency for price-performance comparison provided by the independent platform to buyers of structured products."

Derivative.com aims to establish itself as the leading independent issuing platform and thereby strengthen Switzerland as a financial centre. After a successful launch, expansion to additional markets is planned.

For more information:

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About Derivative.com AG

Derivative.com is the first choice platform for independent asset managers, banks and other regulated investment professionals in Switzerland and Fürstentum Liechtenstein to customize and trade structured products in the primary market on best-execution principles. For more information visit www.derivative.com.