

**Discover  
the potential**

**STRUCTURED  
PRODUCTS**

---

# Appropriate solutions for every market environment

Structured products are innovative and flexible investment vehicles. They provide an attractive alternative to direct financial investments (such as shares, bonds, currencies, etc.). Their flexibility means that appropriate investment solutions can be found for every risk profile, even in demanding market environments. Structured products are an ideal addition to any portfolio.

---

## Products with great potential

Individual investment solutions tailored precisely to your needs and your market view can be implemented swiftly and in a straightforward manner. In contrast to a direct investment, this means that you can fine-tune your investment specifically to reduce risk or increase yield prospects. Structured products thus provide you with a means of earning attractive returns even when share prices are on a sideways or slightly downward trend.

Structured products are also traded on the stock exchange. This offers you the advantage of a high level of transparency and neutral supervision of trading. The issuers of structured products additionally ensure high liquidity and tradeability, facilitating straightforward purchasing and selling of the products.

Good for starting fires



A future forest that  
will produce valuable  
oxygen

---

# Realise your investment idea

The diverse scope of structured products enables you to realise your own individual investment ideas. Explore the world of structured products and discover the potential as illustrated by a selection of examples.

---

**Tracker certificates:** Simple access to markets or investment areas.

**Investment aim:** I am looking for simple access to exciting markets or attractive investment areas.

**Potential:** Tracker certificates offer private investors a simple means of tapping into markets or investment areas which are difficult or impossible to access directly (e.g. raw materials).

**Example:** By buying a tracker certificate you can participate 1:1 in the performance of the Brazilian real estate market or industrial raw materials.

---

**Barrier reverse convertible: Alternative to direct investment in shares.**

**Investment aim:** I am interested in buying stock, but expect only gentle price movements. I nevertheless want to earn attractive returns while at the same time enjoying protection from minor drops in prices.

**Potential:** A predefined coupon will always be paid out. At the same time, your capital is protected from negative stock movements down to a specific price. This means that with gently rising or falling stock prices you achieve a better yield than by buying shares.

---

**Example:** You have chosen a stock which has barely moved and whose price is 3% down at maturity. With the barrier reserve convertible you nevertheless recover your capital plus an attractive coupon. This coupon payment is thus higher than the overall return on a direct stock purchase. In the worst case scenario, you are prepared to take over the shares.

**A nice present  
for the wife**



**Inspiration for a  
valuable painting**

---

**Capital protection certificate:** Possible combination of security and yield potential.

**Investment aim:** I want to invest in the stock market and to at least recover my invested capital at the end of the investment term, irrespective of how the market performs.

**Potential:** The incorporated capital protection means that you profit from possible gains in share prices while your invested capital is safeguarded, should prices fall.

**Example:** You invest in the Australian stock market. If the stock market value is down by 10% when your capital protection certificate reaches maturity, you will nevertheless recover your invested capital. If the share market rises, you will additionally participate in the gain in value.

---

# How you can profit from the potential

On our web pages you can discover in detail how to profit from the potential offered by structured products.

Swiss Structured Products Association:  
[www.svsp-verband.ch](http://www.svsp-verband.ch)

**SVSP – Swiss Structured Products Association**

Rämistrasse 4 | P. O. Box | CH-8024 Zurich

Tel. +41 (0)43 534 97 72 | Fax +41 (0)43 540 57 73

[info@svsp-verband.ch](mailto:info@svsp-verband.ch) | [www.svsp-verband.ch](http://www.svsp-verband.ch)