

# Market Report Structured Products Quarterly Report

March 2013

## Swiss Structured Products Association SSPA

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**New content:**  
SSPA risk figure  
Aggregated Market Risk (VaR) during the  
year and Distribution of risk categories.

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## 1. Main points at a glance

### 1.1 Key figures

- CHF 171.37 bn were invested in structured products in Swiss bank deposits (assets under management) as of the end of January 2013 (most recent data from the Swiss National Bank). This is a plus of 2.15%.
- Compared with other types of securities this represents 3.69% of all Swiss deposits.
- Private investors account for a 36.25% share in deposits, institutional investors for 56.72% and commercial clients for 7.01%.
- The Scoach exchange turnover of structured products in March 2013 was CHF 2.66 bn, which is an increase of 6.19% compared to the previous month.
- The category of leverage products holds a share of 53.38% of the total turnover. The share for investment products declined to 46.61%.
- 34'314 products were listed at the end of March 2013 of which 11'621 (33.87%) were issued in the first quarter.
- In March 2013, the five biggest issuers of stock-exchange-listed structured products are ZKB (market share total: 24.60%), UBS (23.70%), Bank Vontobel (22.61%), Bank Julius Baer (8.04%) and Credit Suisse (5.95%). The share of all other issuers is 15.10%.
- For a better assessment of the risk changes in structured products the aggregated Value at risk (VaR) together with the distribution of risk classes in terms of SSPA risk categorie are newly affiliated to the SSPA Market Report. The distribution of risk classes shows that investors in leverage products are tend to be exposed to much greater risks than investors in the categories yield enhancement, participation or capital protection, which exhibit the smallest risk of all. The development of VaR values shows that the risks tendentially decreased during the last year.

### 1.2 Information of the SSPA

- For more information about product types, footnotes and the Swiss Derivative Map, visit the association website: [www.sspa-association.ch](http://www.sspa-association.ch).
- On this website one can also find information about issuer creditworthiness and the newly launched SSPA Risk Figure (SSPA Risk Rating) which estimates a structured product's market risk on basis of the Value at Risk (VaR) approach.

## 2. Product categorization

### 2.1 SSPA product categorization as on 28.03.2013

#### INVESTMENT PRODUCTS

11 Capital Protection		12 Yield Enhancement		13 Participation	
1100	Capital Protection Certificate with Participation	1200	Discount Certificate	1300	Tracker Certificate
1110	Convertible Certificate	1210	Barrier Discount Certificate	1310	Outperformance Certificate
1130	Barrier Capital Protection Certificate	1220	Reverse Convertible	1320	Bonus Certificate
1140	Capital Protection Certificate with Coupon	1230	Barrier Reverse Convertibl	1330	Bonus Outperformance Certificate
1199	Miscellaneous Capital Protection Certificates	1260	Express Certificate	1340	Twin-Win Certificate
		1299	Miscellaneous Yield Enhancement Certificates	1399	Miscellaneous Participation Certificates

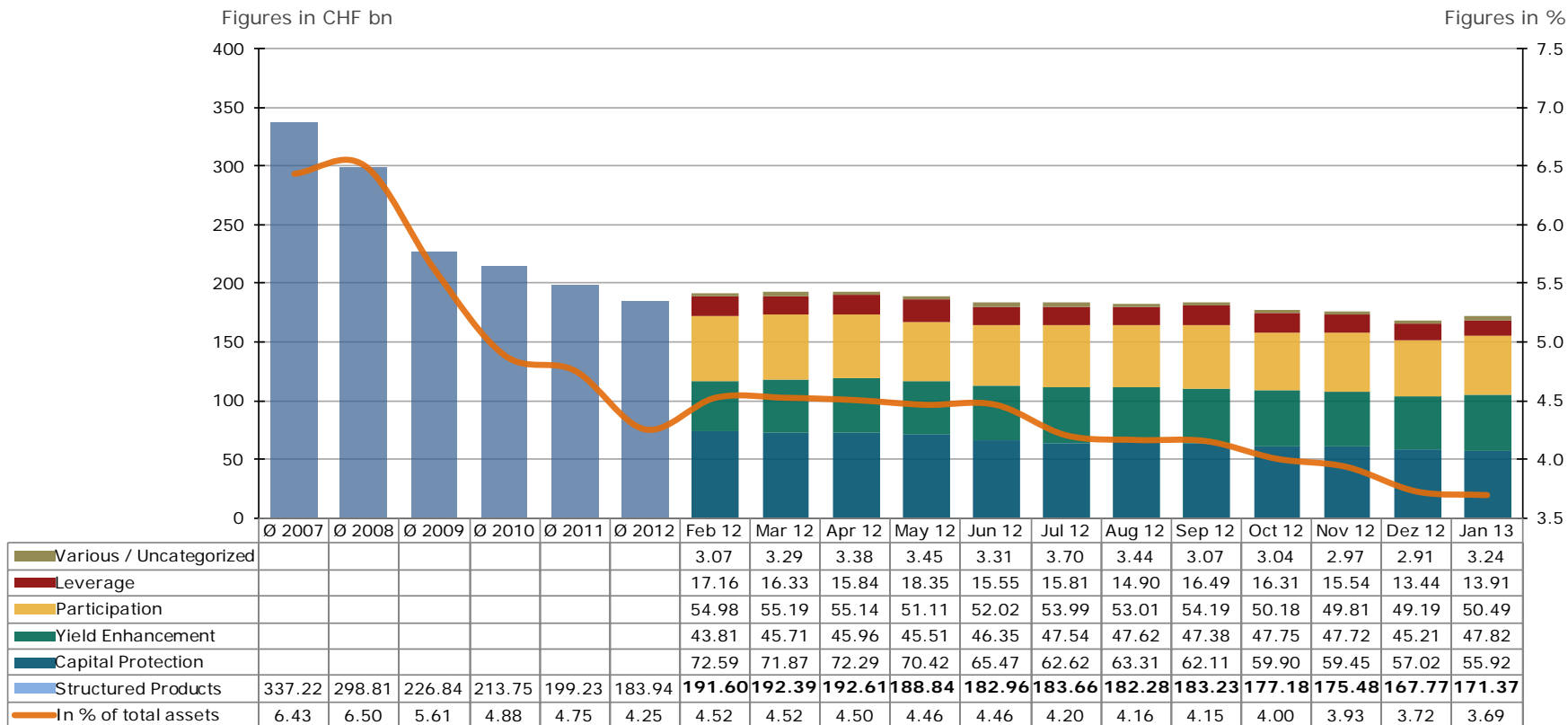
#### LEVERAGE PRODUCTS

14 Investment Products with Reference Entities		20 Leverage	
1410	Reference Entity Certificate with Conditional Capital Protection	2100	Warrant
1420	Reference Entity Certificate with Yield Enhancement	2110	Spread Warrant
1430	Reference Entity Certificate with Participation	2200	Warrant with Knock-Out
		2210	Mini-Future
		2300	Constant Leverage Certificate
		2099	Miscellaneous Leverage Certificates

- The Association's product classification comprises five main groups and 26 product types.
- Use the interactive product finder on the Association website: [www.sspa-association.ch](http://www.sspa-association.ch) (product finder).
- Classifications are checked monthly and updated if needed.
- We create new product types when no less than three issuers each issue at least three products of a similar type.

### 3. Securities held in bank's client deposits

#### 3.1 Structured products since 2007



\*The SNB monthly statistics (partial census) contains only banks with deposits > 4.3 Mrd. CHF. According to the SNB yearly statistics (total census), however, the absolute deposits in Structured Products would be up by about 2 – 3%.

Source: SNB Monthly Statistical Bulletin, latest available figures

### 3. Securities held in banks' client deposits

#### 3.2 All categories

Figures in CHF bn

Date	Total	Money Market	Bonds	Shares	Investment Funds	Structured Products	Other Securities
Ø 2005	3'927	58	1'202	1'467	1'012	182	36
Ø 2006	4'598	67	1'203	1'759	1'307	247	15
Ø 2007	5'246	82	1'232	1'990	1'599	337	6
Ø 2008	4'594	115	1'180	1'533	1'465	299	3
Ø 2009	4'040	131	1'205	1'249	1'227	227	2
Ø 2010	4'378	111	1'266	1'450	1'336	214	2
Ø 2011	4'197	102	1'177	1'424	1'294	199	1
Ø 2012	4'335	75	1'229	1'489	1'357	184	1
Jan 12	4'178	79	1'193	1'434	1'282	189	1
Feb 12	4'236	77	1'199	1'468	1'299	192	1
Mar 12	4'259	76	1'202	1'482	1'305	192	1
Apr 12	4'281	77	1'209	1'473	1'329	193	1
May 12	4'235	78	1'231	1'397	1'340	189	1
Jun 12	4'243	77	1'223	1'421	1'338	183	1
Jul 12	4'377	81	1'246	1'482	1'383	184	1
Aug 12	4'384	76	1'252	1'493	1'380	182	1
Sep 12	4'420	72	1'246	1'522	1'395	183	1
Oct 12	4'426	71	1'247	1'533	1'397	177	1
Nov 12	4'466	71	1'246	1'565	1'408	175	1
Dez 12	4'515	66	1'251	1'599	1'430	168	1
Jan 13	4'640	67	1'245	1'695	1'461	171	1

Source: SNB Monthly Statistical Bulletin, latest available figures

- Compared to the previous year total securities held increased from CHF 4'178 bn to CHF 4'640 bn in January 2013 (plus CHF 462 bn), which is a non-price-adjusted rise of 11.06%.
- In this period, the market for structured products decreased from CHF 189 bn to CHF 171.37 bn. This is a minus of 9.33%.
- On the one hand money market papers (-15.19%) were most remarkably affected by withdrawals. On the other hand the market share in investment funds (+13.96%) has most remarkably increased.

### 3. Securities held in banks' client deposits

#### 3.3 All categories in percent

Figures in %

Date	Money Market	Bonds	Shares	Investment Funds	Structured Products	Other Securities
Ø 2005	1.48	30.61	37.36	25.76	4.63	0.92
Ø 2006	1.46	26.16	38.25	28.42	5.37	0.33
Ø 2007	1.57	23.49	37.93	30.48	6.43	0.11
Ø 2008	2.51	25.69	33.37	31.88	6.50	0.06
Ø 2009	3.23	29.84	30.90	30.37	5.61	0.05
Ø 2010	2.54	28.91	33.11	30.52	4.88	0.04
Ø 2011	2.43	28.06	33.89	30.83	4.75	0.03
Ø 2012	1.73	28.35	34.34	31.30	4.25	0.03
Jan 12	1.88	28.56	34.32	30.68	4.53	0.03
Feb 12	1.82	28.30	34.65	30.67	4.52	0.03
Mar 12	1.78	28.22	34.80	30.65	4.52	0.03
Apr 12	1.79	28.24	34.40	31.04	4.50	0.03
May 12	1.84	29.06	32.98	31.64	4.46	0.03
Jun 12	1.82	28.83	33.49	31.53	4.31	0.03
Jul 12	1.84	28.48	33.86	31.60	4.20	0.02
Aug 12	1.73	28.56	34.04	31.49	4.16	0.02
Sep 12	1.64	28.19	34.43	31.56	4.15	0.02
Oct 12	1.60	28.17	34.64	31.56	4.00	0.02
Nov 12	1.58	27.89	35.05	31.53	3.93	0.02
Dez 12	1.47	27.71	35.41	31.67	3.72	0.02
Jan 13	1.44	26.83	36.54	31.48	3.69	0.02

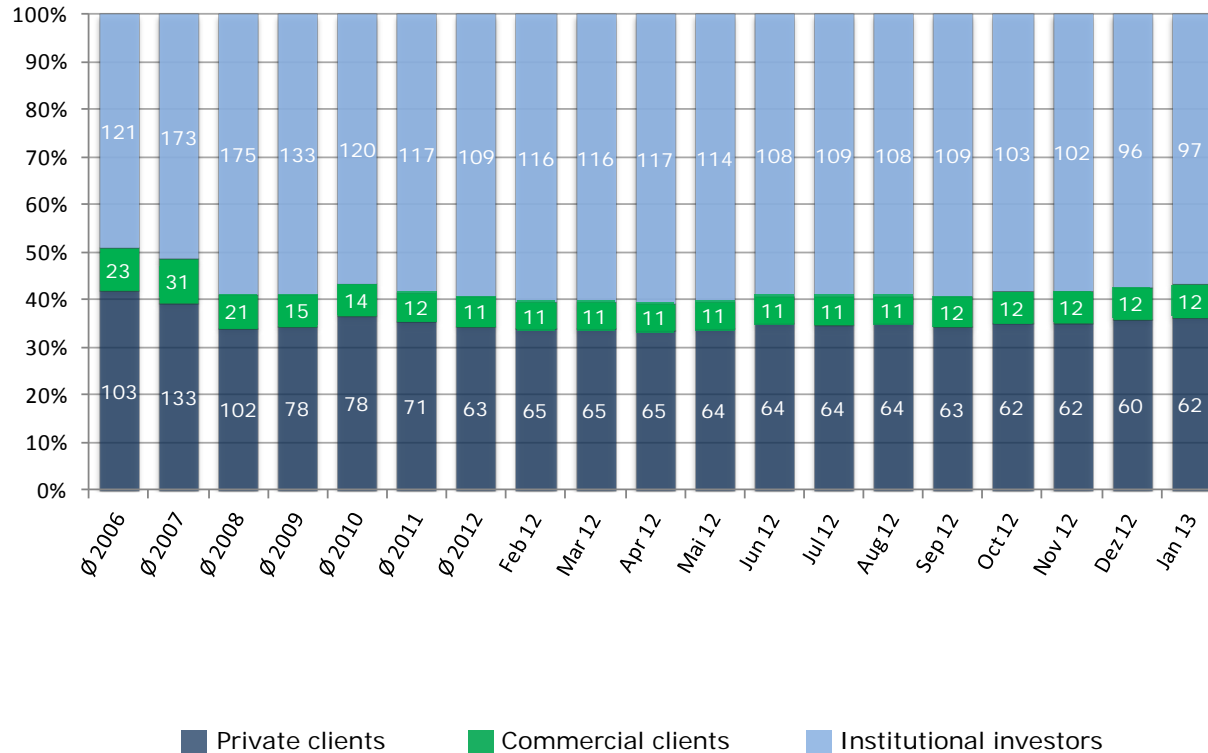
Source: SNB Monthly Statistical Bulletin, latest available figures

- In March 2013 3.69% of all client deposits were invested in Structured Products.
- Compared to the preceding year (4.53%) this is a decrease of 18.54%.
- In the other asset classes there has for the same period been a shift away from money market papers (-23.40%), structured products (-18.54%) and bonds (-6.01%) to shares (+6.47%) and investment funds (+2.61%).

### 3. Securities held in banks' client deposits

#### 3.4 By client (deposits holders)

Figures in CHF bn



- SSPA estimates that more than half of all Structured Products are placed by investment managers acting on behalf of private investors.

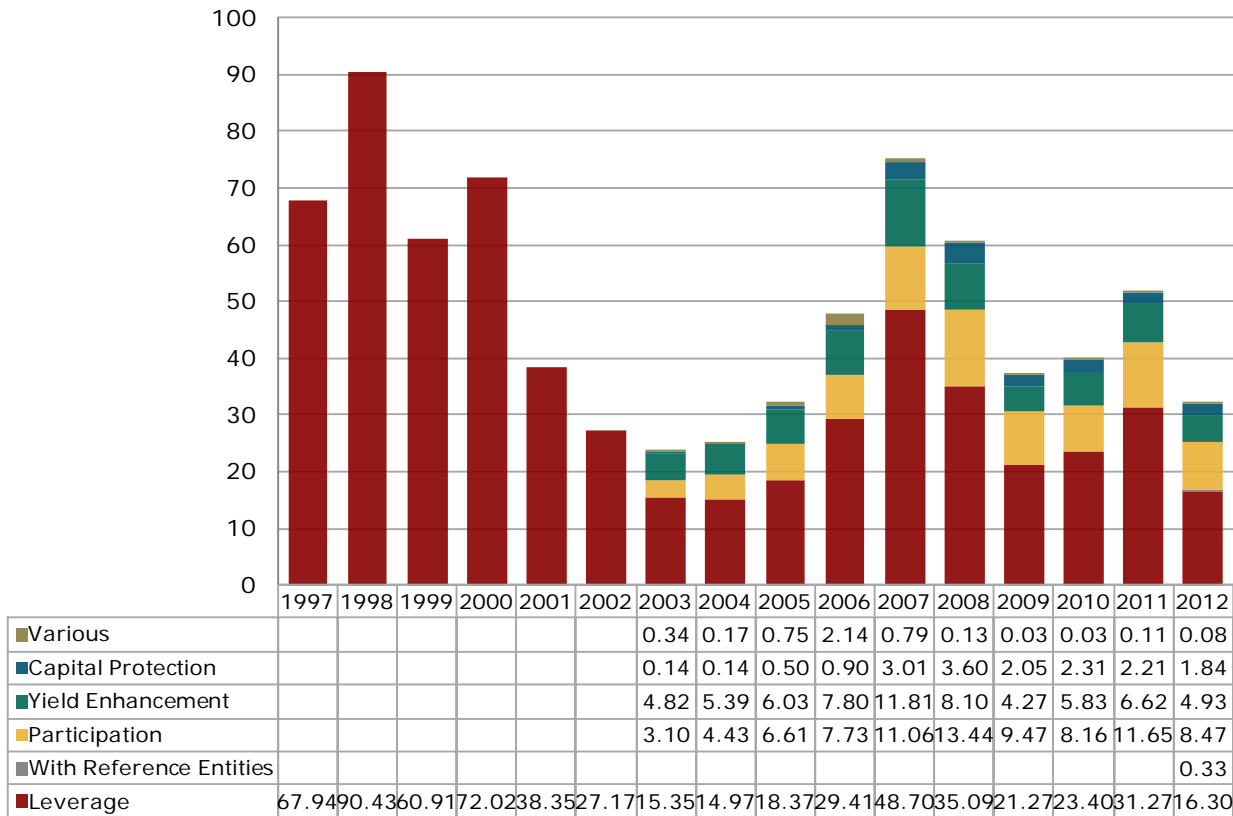
Source: SNB Monthly Statistical Bulletin, latest available figures



## 4. Structured products at the Scoach exchange

### 4.1 Turnover 1997 - 2012

Figures in CHF bn



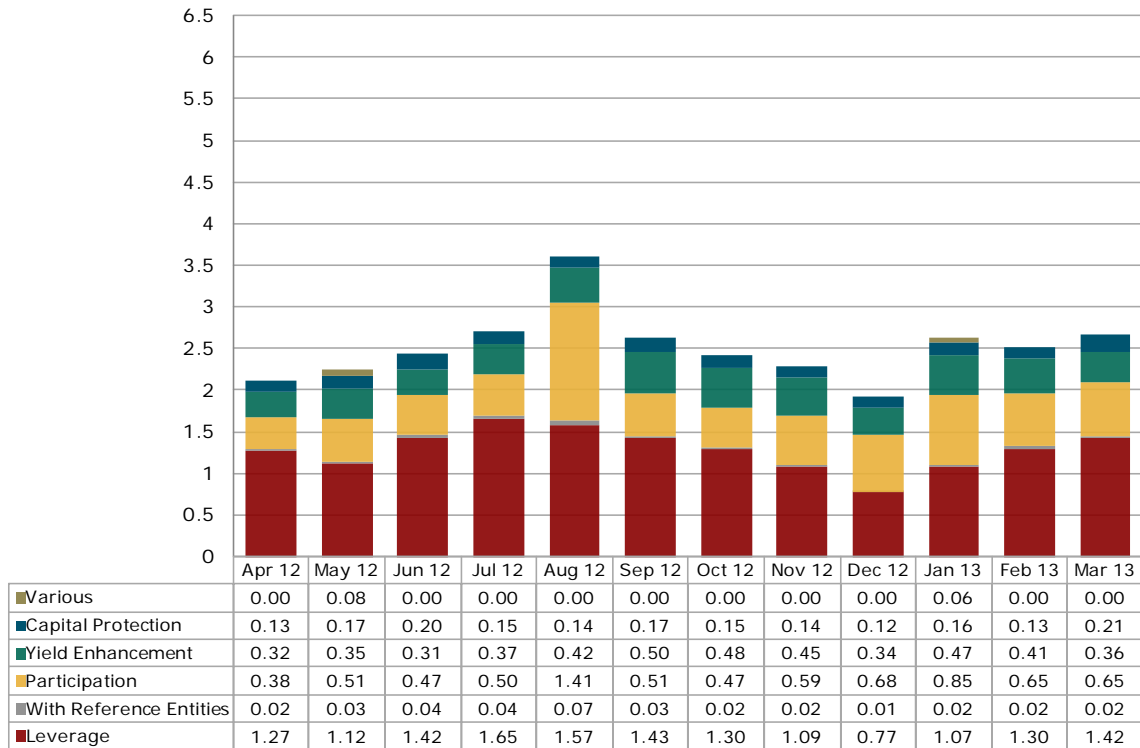
- With a total turnover of CHF 31.87 bn in 2012 on the Scoach exchange the turnaround started since the low in 2009 could not be continued.
- Compared to the previous year 2011 turnover decreased sharply by CHF 19.99 bn (-38.55%). Measured against the exceptionally strong year 2007 it equals about 42.28% of the turnover.
- Against 2011 in 2012 especially leverage products (-47.86%), participation products (-27.32%) and yield enhancement products (-25.59%) were less in demand.

Source: SIX Swiss Exchange, Derivative Partners Research AG

## 4. Structured products at the Scoach exchange

### 4.2 Turnover in the last 12 months

Figures in CHF bn

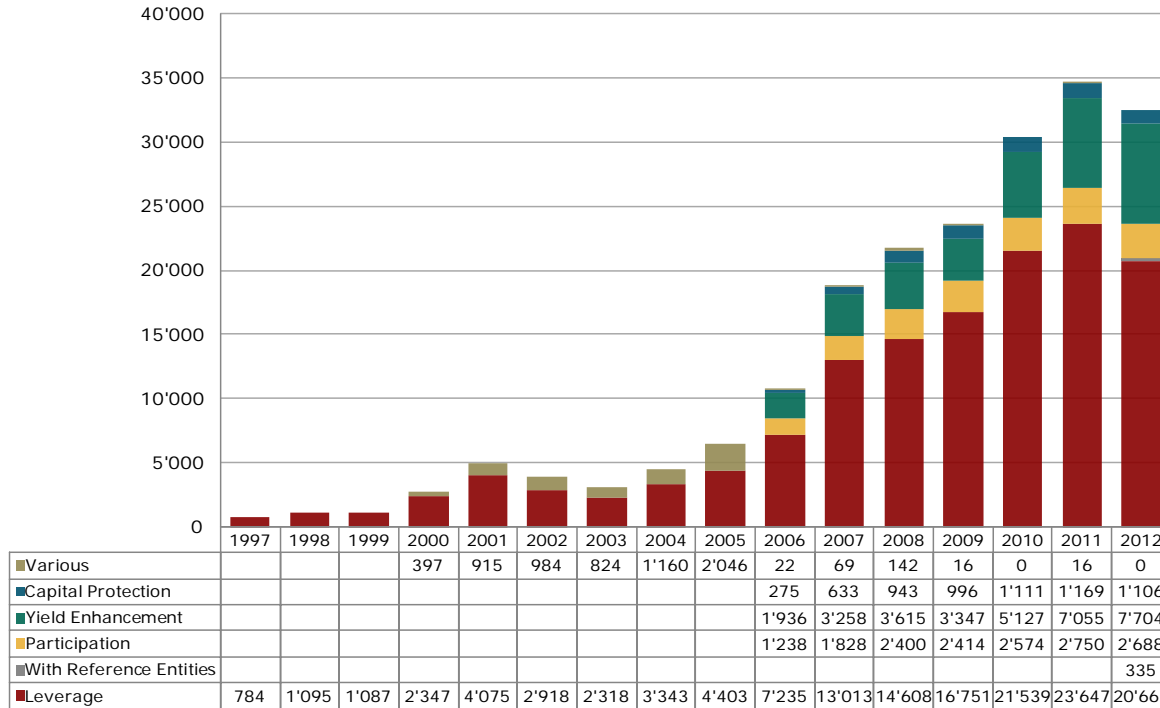


- Compared to the previous month the turnover increased in March by 6.19%.
- Turnover has increased especially in the category of capital protection (+57.33%) and leverage products (+9.36%).

Source: SIX Swiss Exchange, Derivative Partners Research AG

## 4. Structured products at the Scoach exchange

### 4.3 Number of listed products 1997 – 2012

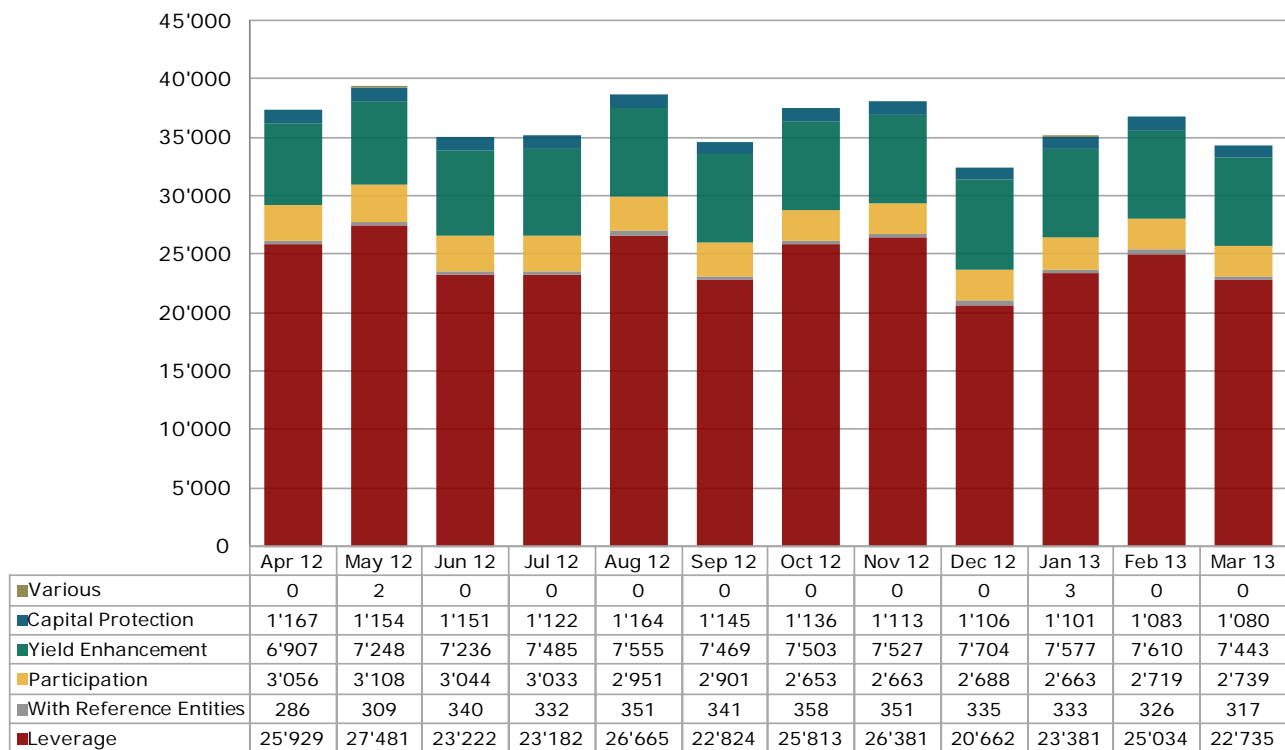


- With an amount of 32'495 products at the end of 2012 there have been less products issued compared to the previous year. Compared to 2011 the decrease totals 2'146 products (-6.18%).
- In 2012 especially leverage products (-12.62%) suffered losses.

Source: SIX Swiss Exchange, Derivative Partners Research AG

## 4. Structured products at the Scoach exchange

### 4.4 Number of listed products in the last 12 months

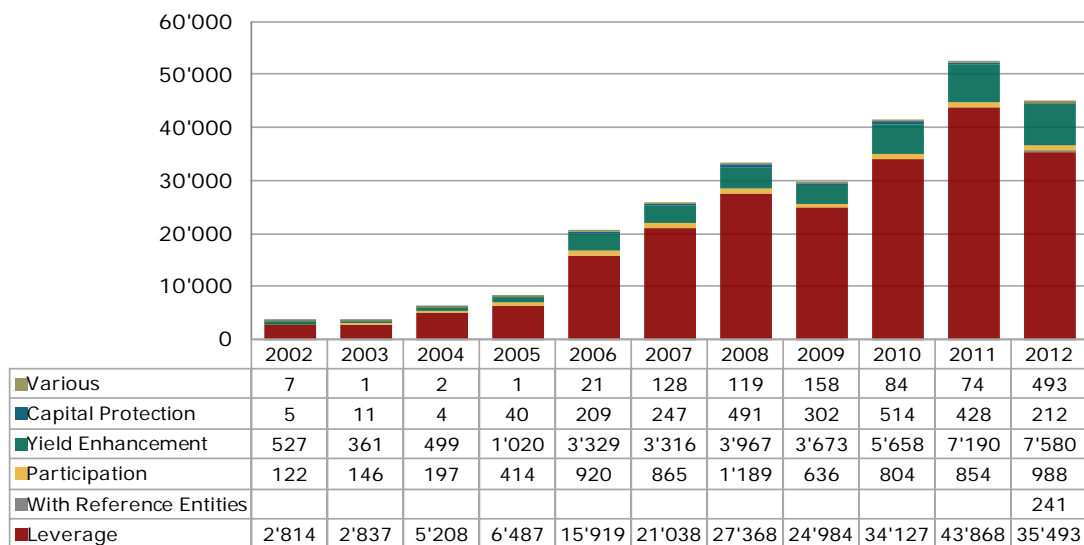


- In the first quarter the leverage category (+10.03%) and the participation products (+2.85%) achieved an increase. However, the number of listed products for the category yield enhancement (+3.15%) achieved an increase. However, the number of listed products for the category yield enhancement (-3.39%) and the category capital protection (-2.35%) decreased.
- The number of listed products with reference entities decreased in March 2013 by 2.76%.
- Please note that in March a large amount of products was regularly delisted due to scheduled expiration (large expiration at the exchanges).

Source: SIX Swiss Exchange, Derivative Partners Research AG

## 4. Structured products at the Scoach exchange

### 4.5 New issues 2002 – 2012

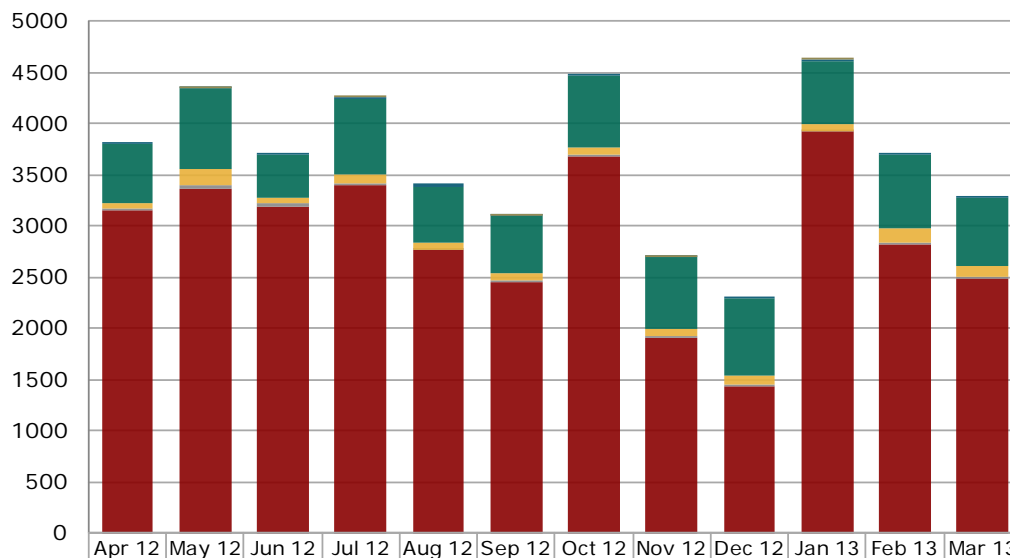


- In the year 2012 with 45'007 new issues the previous years could not be outreached. Compared to 2011 it is a decrease of 14.13%.
- Leverage products accounted for the biggest part with 78.86%. Primarily yield enhancement products were issued in the category of investment products with a share of 16.84%.

Source: SIX Swiss Exchange, Derivative Partners Research AG

## 4. Structured products at the Scoach exchange

### 4.6 New issues in the last 12 months

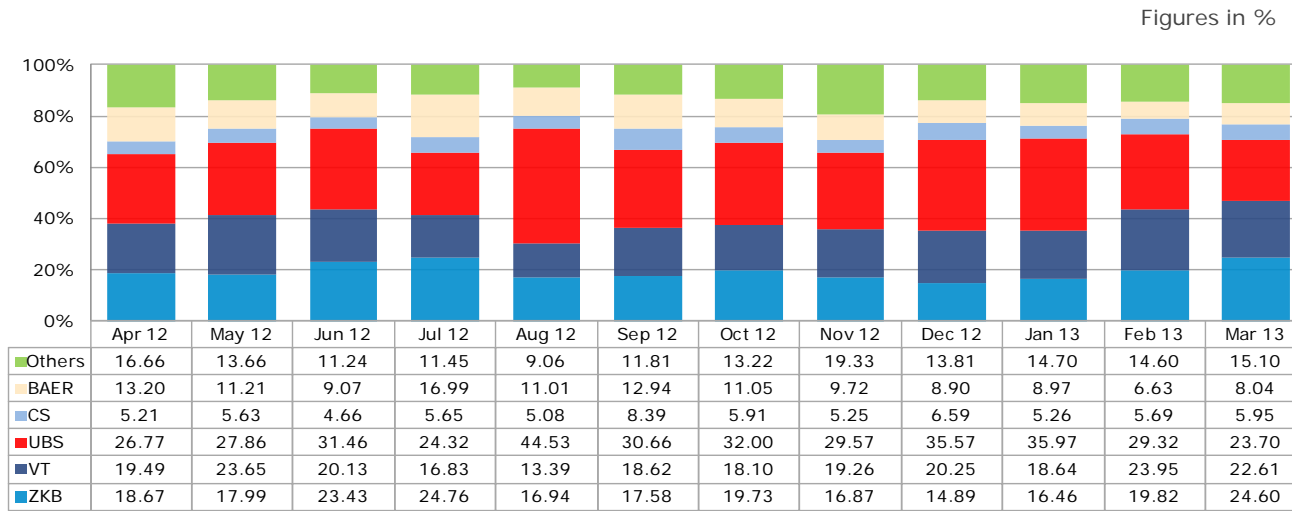


- Whereas 9'487 products were issued in the fourth quarter of 2012 the first quarter 2013 saw an increase of 22.49% to 11'621 products.
- Compared to the beginning of the year 2013 (4'639 products) a lesser amount of products was issued in March (-29.17%).

Source: SIX Swiss Exchange, Derivative Partners Research AG

## 4. Structured products at the Scoach exchange

### 4.7 Market shares (turnover) of the five largest issuers



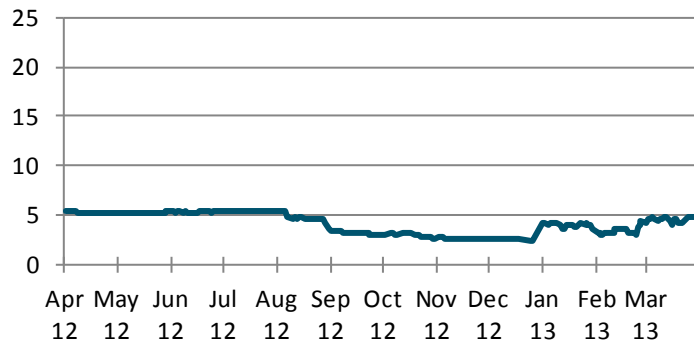
- In March 2013, the five biggest issuers of stock-exchange-listed structured products are ZKB (market share total: 24.60%), UBS (23.70%), Bank Vontobel (22.61%), Bank Julius Baer (8.04%) and Credit Suisse (5.95%).
- In the first quarter among the five largest issuers ZKB (+65.21%) and Bank Vontobel (+11.65%) improved their shares. UBS (-33.37%), Credit Suisse (-9.71%) and Bank Julius Baer (-9.66%) accounted for losses.

Source: SIX Swiss Exchange, Derivative Partners Research AG

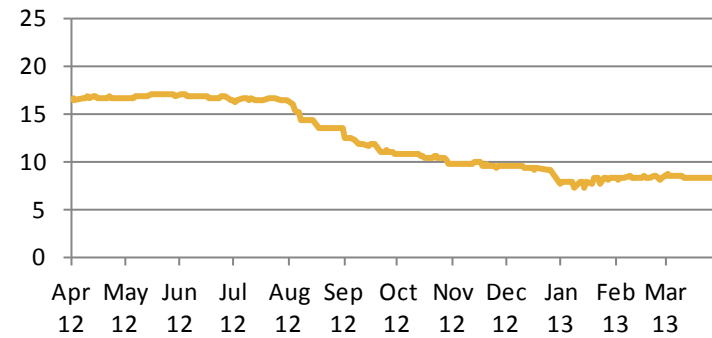
## 5. SSPA risk figure

### 5.1 Aggregated Market Risk (VaR) during the year

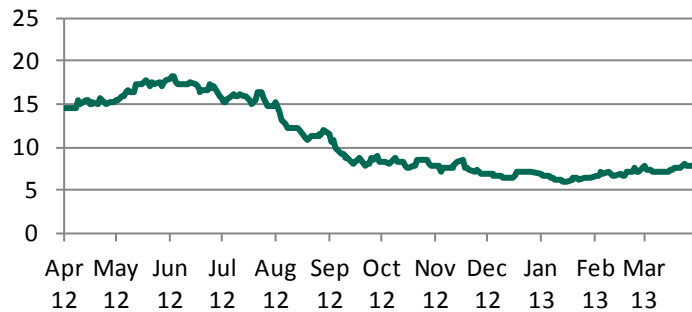
**Capital Protection**



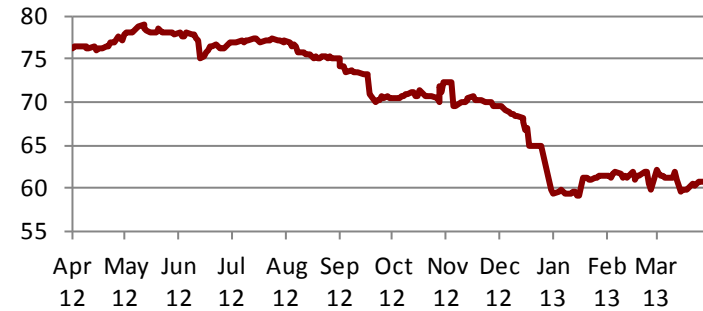
**Participation**



**Yield Enhancement**



**Leverage**



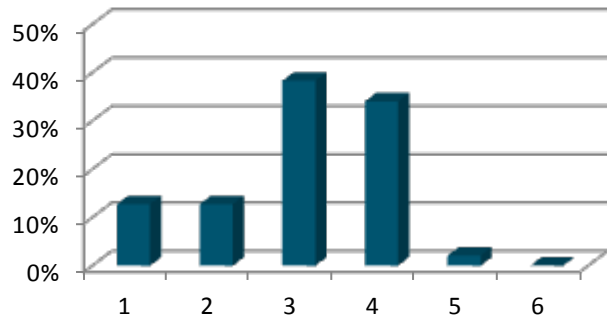
**Value at Risk (VaR)** Measuring unit of a product's market risk, it describes the loss that will not be exceeded within a specific holding period (i.e. 10 days) with a defined probability (i.e. 99%).



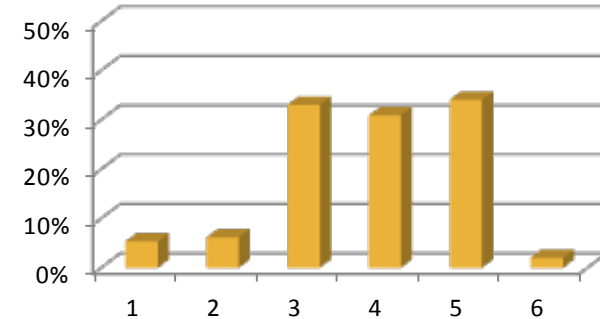
## 5. SSPA risk figure

### 5.2 Distribution of risk categories at the end of the quarter

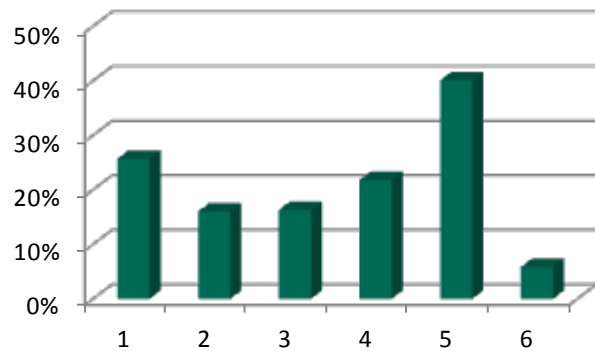
**Risc classes Capital Protection**



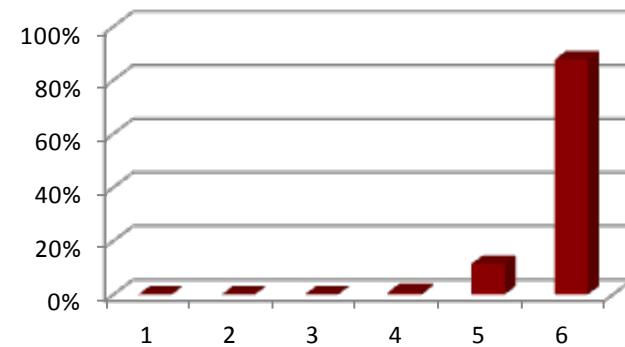
**Risc classes Participation**



**Risc classes Yield Enhancement**



**Risc classes Leverage**



**SSPA Risk categories:** To facilitate ranking, structured products are allocated to one of six risk categories (classes), category 6 representing the highest risk for investment in a product and category 1 the lowest risk. The intervals of the six risk categories are reviewed weekly. Adjustments are made as needed.

## 6. Appendix

### 6.1 Abbreviations

Leverage Products.....	Leverage
Investment Products with Reference Entities .....	With Reference Entities
Participation Products .....	Participation
Capital Protection Products .....	Capital Protection
Yield Enhancement Products.....	Yield Enhancement
Other Products.....	Various
Billion.....	bn

### 6.2 Issued by

#### Swiss Structured Products Association SSPA

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[www.sspa-association.ch](http://www.sspa-association.ch)

Contact: [peter.keller@svsp-verband.ch](mailto:peter.keller@svsp-verband.ch)

Published monthly / quarterly in more detail

### 6.3 Data sources

Swiss National Bank: Monthly Statistical Bulletin

SIX Swiss Exchange

Derivative Partners Research AG

In-house surveys

Key date is 28<sup>th</sup> March 2013.

### 6.4 Disclaimer

We cannot guarantee the accuracy of this document, see <http://www.svsp-verband.ch/home/disclaimer.aspx?lang=en>.

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