

Media release

Swiss Structured Products Association (SSPA):

Smarthouse Media new SSPA member

The Swiss Structured Products Association (SSPA) welcomes Smarthouse Media to its ranks as a passive member and partner. The admission of Smarthouse Media underscores the ambition of SSPA to represent the entire value chain in the industry as a broad-based industry association. This chain includes issuers, markets, the buy side and partners in equal measure.

Zurich, 1 October 2015. Smarthouse Media is a globally active full service provider of online financial applications. Founded in Karlsruhe, Germany, in 2009, it offers online consulting and comprehensive solutions centred on the financial market for banks, on-line brokers, media portals, fund companies and financial service providers.

Andreas Grunwald, Managing Director at Smarthouse Media, about the SSPA membership: “In recent years, Smarthouse Media has established itself with its innovative and technologically mature concepts as a successful service provider in the structured products segment. With this membership as a partner in the industry association, we want to do our part for the successful further development of the Swiss market. At the same time, this step underscores our commitment to structured products and to Switzerland as a financial centre.”

SSPA successively expanding into an industry association

SSPA represents the interests of the most important market participants, which together cover more than 95 percent of the market volume for structured products in Switzerland. SSPA President Georg von Wattenwyl: “With the admission of Smarthouse Media, we are consistently putting broader support in place for our association. Thanks to this purposeful expansion, we can safeguard the interests of the entire industry even more effectively. We are very pleased about the commitment of Smarthouse Media to the Swiss market for structured products and warmly welcome our new member.”

For further information:

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About structured products

Structured products are investment instruments publicly issued by an issuer whose redemption value is derived from the performance of one or more underlying securities. Equities, interest rates, foreign exchange or commodities such as gold or oil may serve as underlying securities.

About the Association

The Swiss Structured Products Association (SSPA) is the first port of call for all questions associated with structured products. It represents the collective interests of the key market players who bring together over 95 percent of the market volume for structured products in Switzerland. The headquarters of the association are located in Zurich. Further information is available at www.svsp-verband.ch.