



Swiss Structured Products Association (SSPA) media release:

Swiss Structured Products Association (SSPA) modernizes public presence and intensifies educational activities with new tools

Zurich – 15 September 2020. The Swiss Structured Product Association (SSPA) is sharpening its public profile by using the association's English name as its new brand and logo, while also giving itself a clearer positioning. The new profile also reflects the innovative power and diversity of the association, whose members cover the entire industry value chain. Since its foundation in 2006, the association has developed steadily and today has 40 members ranging from issuers, trading platforms and buy-side to brokers and partners.

Redesigned and conceptualized website as central information platform – product simulation as next step

Parallel to the rebranding, the SSPA is launching a new website (www.sspa.ch). All stakeholders – from investors to media or the financial community at large – will find tailor-made information on structured products and their features as well as the wide range of possible applications set. Thanks to simple navigation and improved user-friendliness, the required information can be accessed quickly and easily.

In a further website expansion phase, a simulation tool is planned to go live within the fourth quarter. This is being conceived in collaboration with experts from the University of Zurich. This tool gives interested parties the opportunity to create one of the four most popular products themselves and simulate its functionality and performance in four different market scenarios based on historical data and real events. By this means, investors can boost their knowledge of structured products in a hands-on way.

Third edition of reference manual «The World of Structured Products» by the end of October

The manual «The World of Structured Products» is the comprehensive reference guide for structured products and a key component of the knowledge initiative launched by the SSPA. In close collaboration with experts from Derivative Partners, the third edition is set to be published towards the end of October. Newcomers and financial experts alike will find detailed information on all product types available in Switzerland in this book aligned with the SSPA Swiss Derivative Map, and will be able to acquire an effective overview of possible opportunities and risks.

SSPA Chairman Markus Pfister on the new features: «The new public profile, the relaunch of the website and the refresher of our reference manual are further milestones in the history of our association. The refreshed online presence and the updated book are part of our long-term knowledge initiative and underpin our ambition to make structured products more accessible and easier for investors to understand.»

A tour through the website is available here: <https://sspa.ch/en/newsletter/september-2020/new-website/>



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.sspa.ch.