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Media release

Swiss Structured Products Association (SSPA):

SSPA launches “SP Portfolio Optimizer” – an app that vividly shows how to make profitable use of structured products in a portfolio context

The Swiss Structured Products Association (SSPA) has developed a bespoke app – the “SP Portfolio Optimizer” – in close collaboration with swissQuant. This app provides relationship managers and investors with a simple and comprehensible tool to illustrate the added value of structured products in the portfolio.

Zurich, 1 February 2017. In the current challenging environment with its negative interest rates and paltry returns, structured products can be used profitably in a portfolio context. The “SP Portfolio Optimizer” gives relationship managers and private investors a new take on the big potential and the possibilities for systematic use of structured products in portfolios. They can then optimize their personal portfolio or that of their customers by adding structured products. The newly launched app makes it possible to simulate different model portfolios and various market scenarios. The “SP Portfolio Optimizer” is available for iPad and can be downloaded for free at the App Store.

SSPA Chairman Georg von Wattenwyl on the launch of the SP Portfolio Optimizer: “Our intention with the new SSPA app is to give client advisors, wealth managers and private investors a simple and comprehensible way to see for themselves the added value of structured products in their portfolio. After all, solid financial decisions require reliable analyses and precise forecasts that allow strategic options to be explored and profitably adjusted. The simulation of a broad range of complex scenarios enables the active transfer of expertise, and we are pleased our new tool helps to make the use of structured products more understandable.”

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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.