

Swissquote – ePrivate Banking Magazine - Issue No. 1

Swissquote presents a tangible instrument of value for investors

From now on Swissquote stands for more than just the most comprehensive and up-to-date online investment information. Just out, the first issue of "Swissquote ePrivate Banking Magazine", an exciting, reader-friendly and attractively designed publication, offers valuable background information and tips that place daily developments in a broader and longer-term context. Swissquote is adding a tangible instrument of value to its purely virtual information communication. Containing approximately 100 pages, the magazine will appear every two months. In the first issue, Swissquote CEO Marc Bürki writes in the editorial: "The object of our magazine is to assist investors to understand the mechanisms of how to increase value. It is intended as a form of compass to guide investors through an agitated ocean that is frequently churned up by economic events."

The contents of the first issue include an informative interview with Sika CEO Ernst Bärtschi, in which he talks about his company's growth potential. The topic of the Dossier column is "cleantech", which considers different viewpoints on the question of how green the economy is or is becoming. Under the heading "The Best Investments in 2010" specialists offer analyses, tips and advice. In addition to corporate portraits of Burberry, Kuoni and Nokia, contributions also deal with soft factors in the world of business and finance, for instance the intelligent use of social networks (think Facebook) by companies or irrational influences in the financial industry. The diverse editorial offering is rounded off by a number of regular features on investor-relevant topics and lifestyle themes.

Of the magazine's initial print run of 60,000 copies, 55,000 will go to existing and new clients and 5,000 will be on sale at kiosks (price: CHF 8.00). In addition, all Swissquote clients can access the magazine in pdf format on the company's website. The publisher is Swissquote Bank (www.swissquote.ch); LargeNetwork (www.largenetwork.com) in Geneva is responsible for editing the magazine; for advertising please contact www.mediensatellit.ch.

Further information on Swissquote ePrivate Banking Magazine can be found at:

<http://www.swissquote.ch/magazin/e/>

Swissquote – Swiss leader in online trading

Swissquote has 236 employees in Gland (Vaud) and Zurich. In addition to low-cost stock market access for private individuals and portfolio managers, Swissquote offers clients an eForex trading platform and a very attractive savings account. Swissquote Group Holding AG shares (SQN) are quoted on the SIX Swiss Exchange.

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