

Trading. Self-made.



# Results for the first Half of 2009

Press conference, 24<sup>th</sup> July 2009

# Agenda

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- Edelweiss
- Business Development
- Trends for the 3<sup>rd</sup> Quarter
- New Services
- Interim Statement of Financial Positions
- Key Figures



# Edelweiss, Quant Fund & Co.

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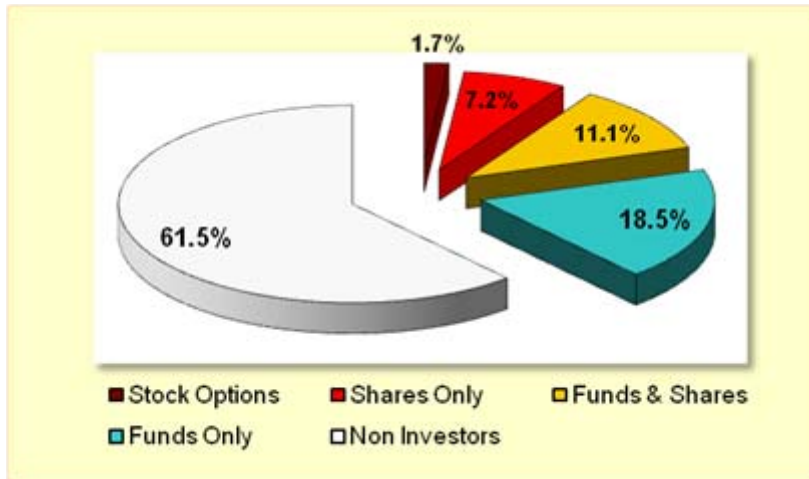
# Edelweiss

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- The latest Marketing campaign highlights the Swissness of our bank
- Swissquote is market leader in Switzerland with the highest growth and market share of above 55%
- Growth potential is still high. The need to develop the scope of services as well

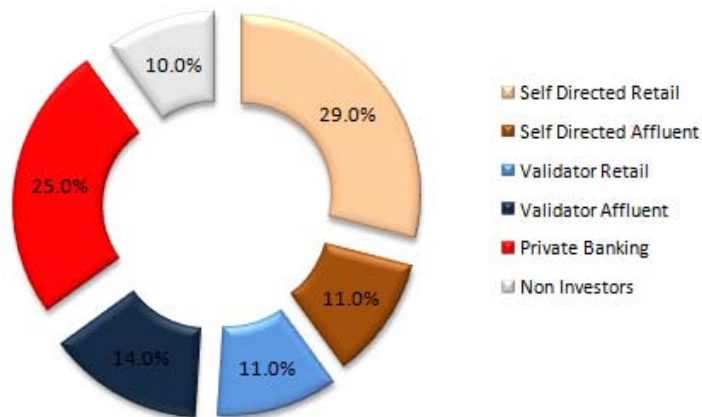
## Re: Market Share\* in Switzerland



- 20% of the adult population domiciled in Switzerland owns securities (1Mio)
- 40% of it are „Self Directed“ investors and use the services of existing Online Banks
- Swissquote has a 55% market share
- We estimate the total market potential for Swissquote to be at min. 200'000 clients

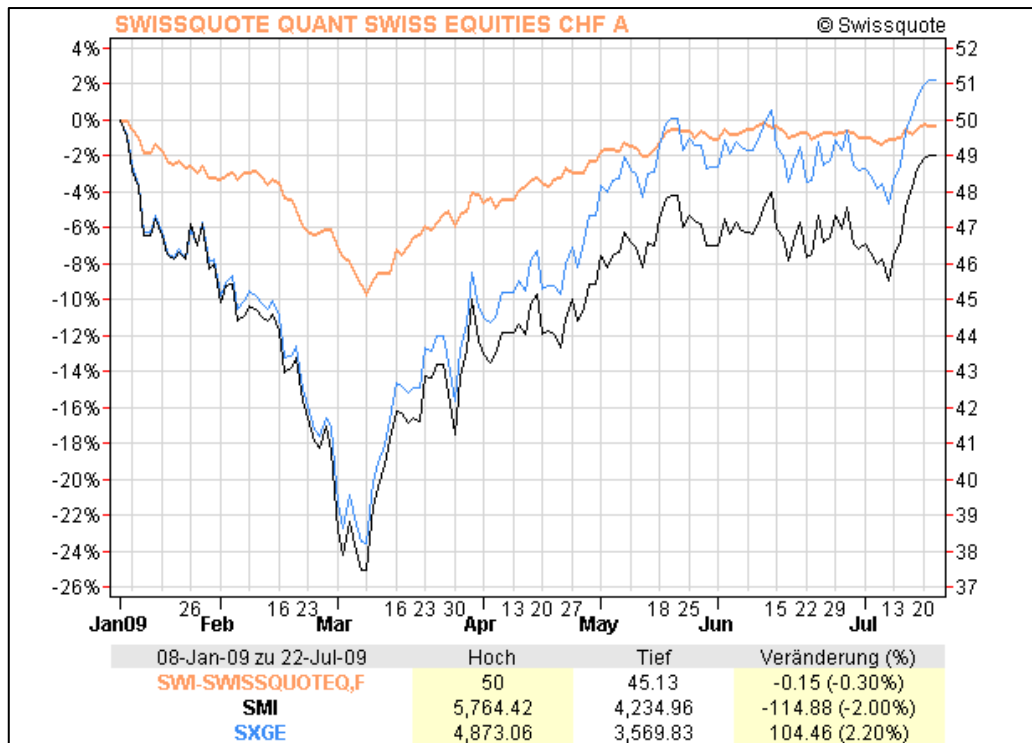
# Re: Market Share\* in Switzerland

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- The remaining 60% consists of:
  - pure private banking type of clients (represents 25% of shareholders)
  - „Validators“ type of clients (represents also 25% of shareholders)
  - Some Non Investors
- The new ePrivate Banking services, Swissquote is working on, are targeting the “Validator” type of clients (in blue on the chart)

# Swissquote Quant Swiss Equities Fund



- Performance of the Swissquote managed investment fund continues developing nicely
- Serves as benchmarks for the development of ePrivate Banking tools

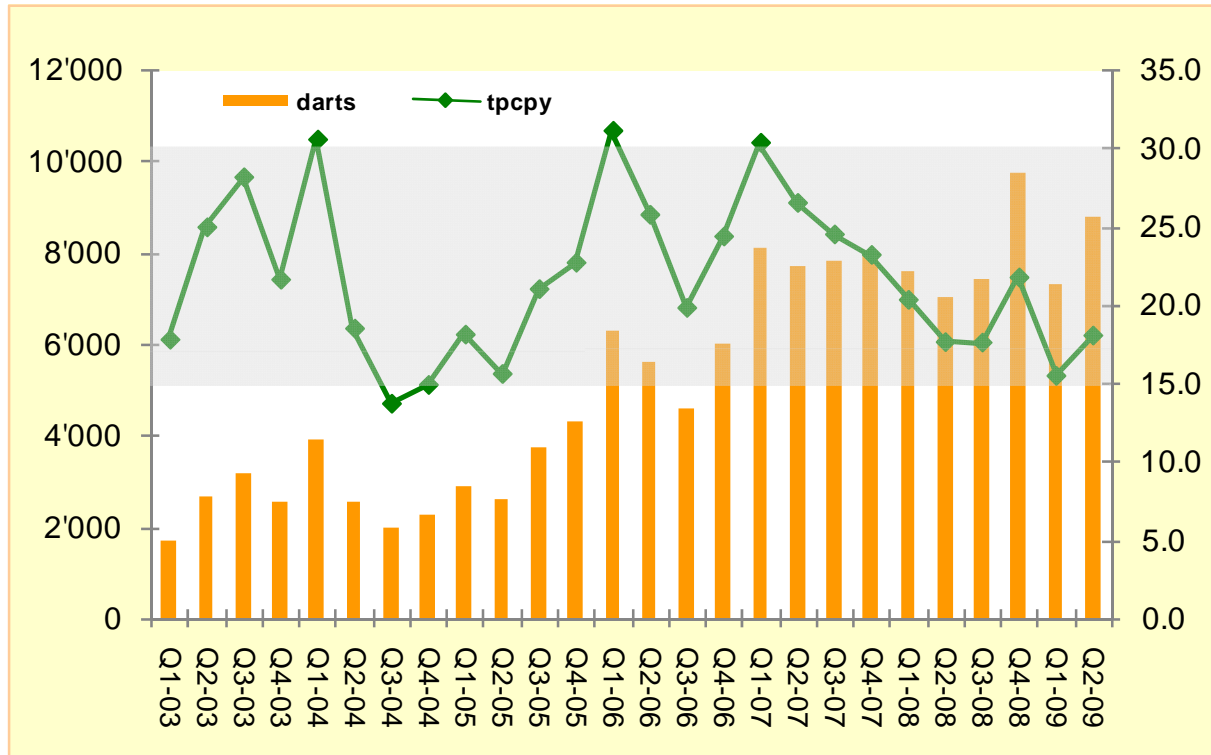


# Business Development

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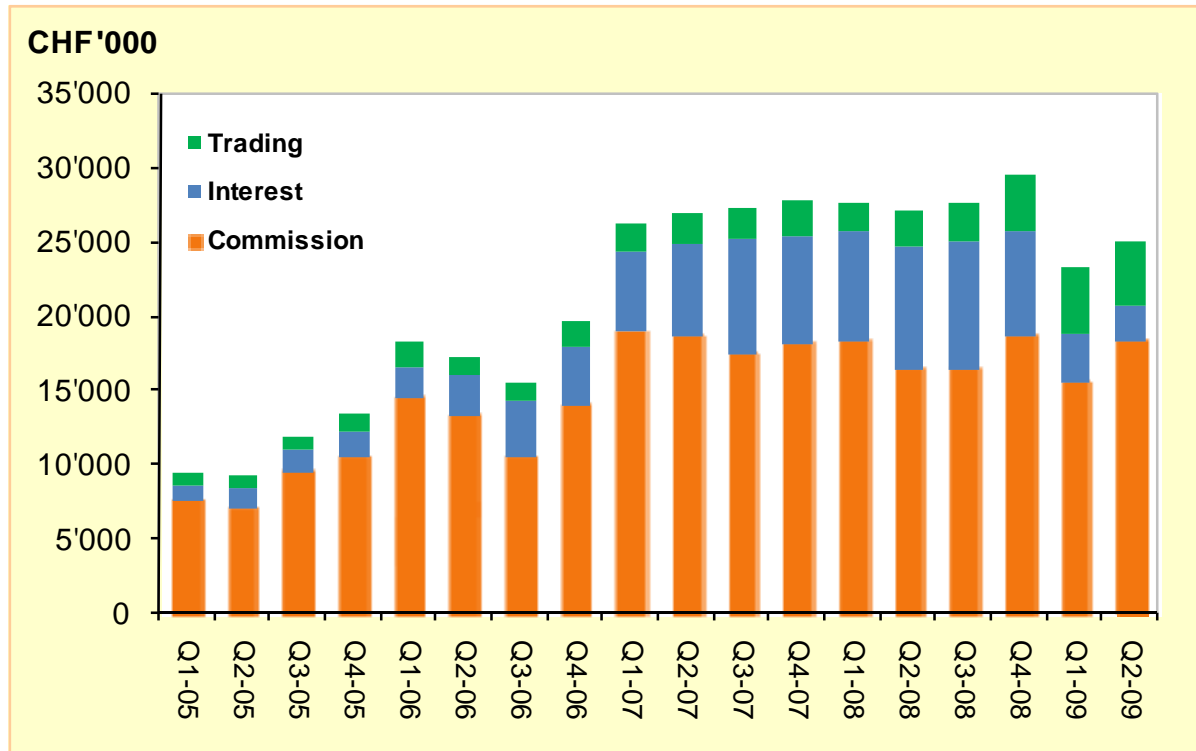


# Trading Volumes in 2<sup>nd</sup> Quarter 2009



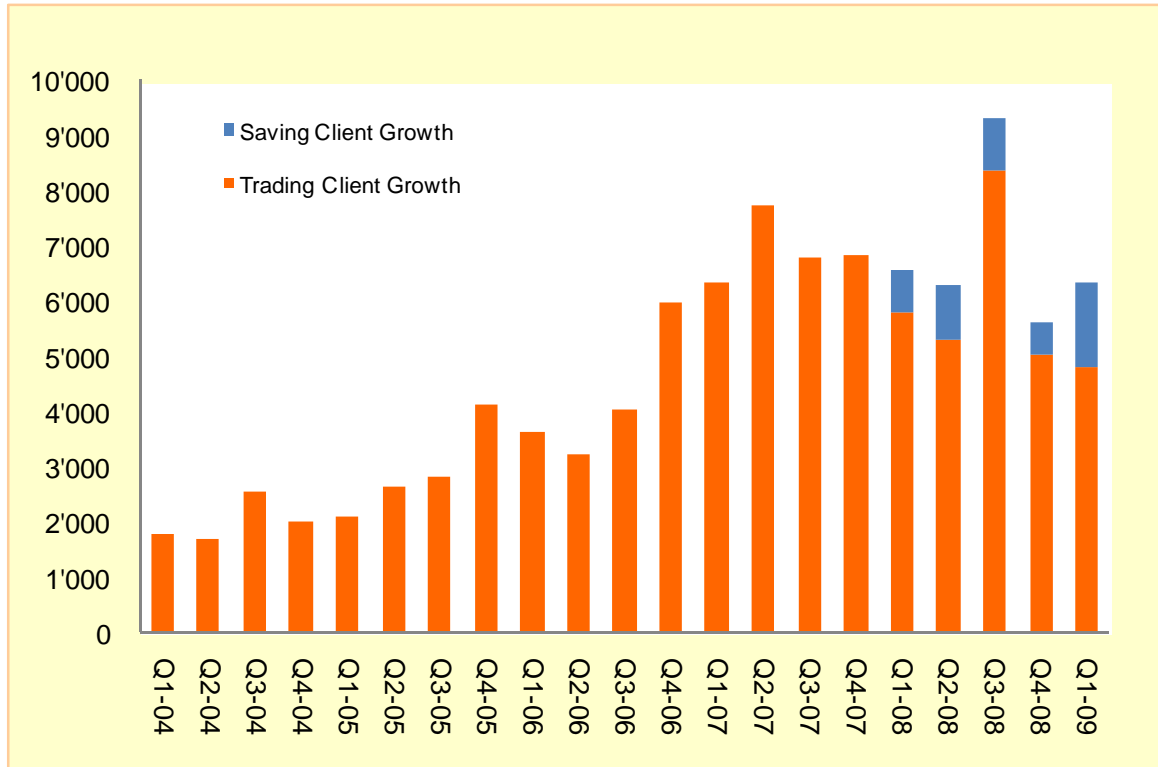
- Recovery of trading volumes in Q2-2009
- Tpcpy = 18
- Darts = 8'750

## Commission, Interest & Trading Income



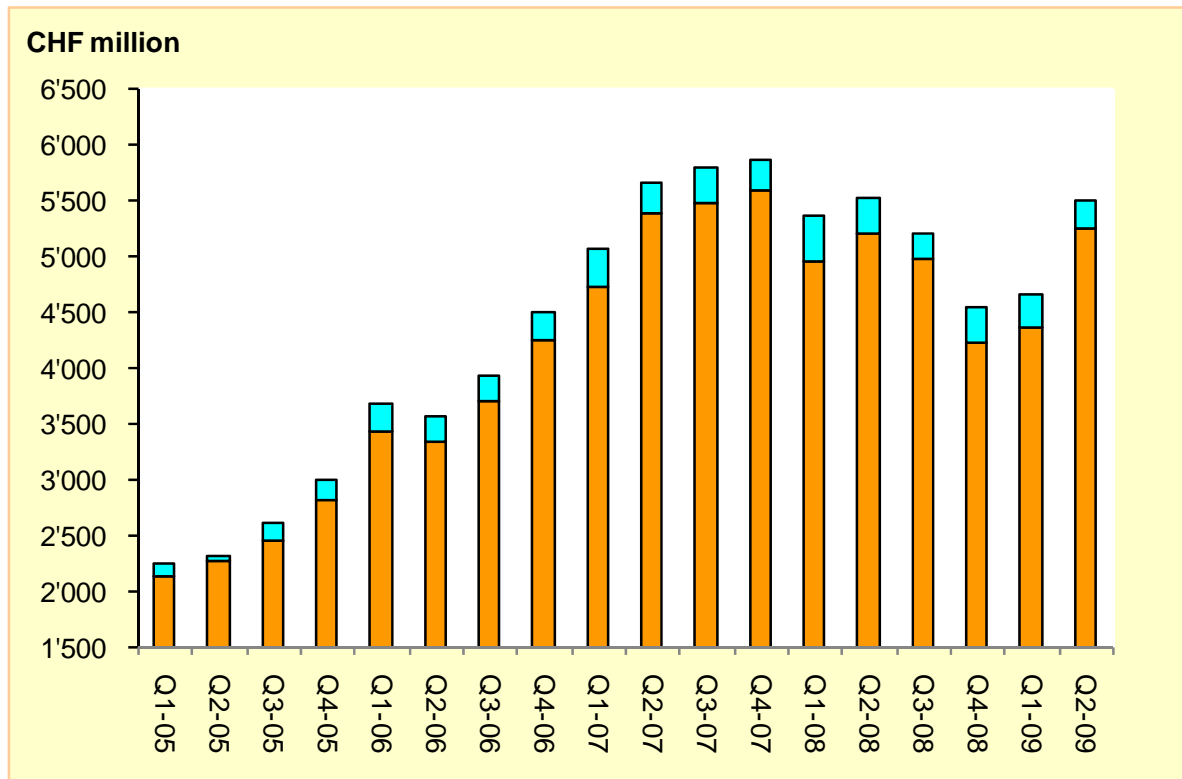
- Fee and commission income remained stable thx to client growth
- Interest revenue collapsed
- Trading revenues continue developing nicely (eForex)

# Client Growth



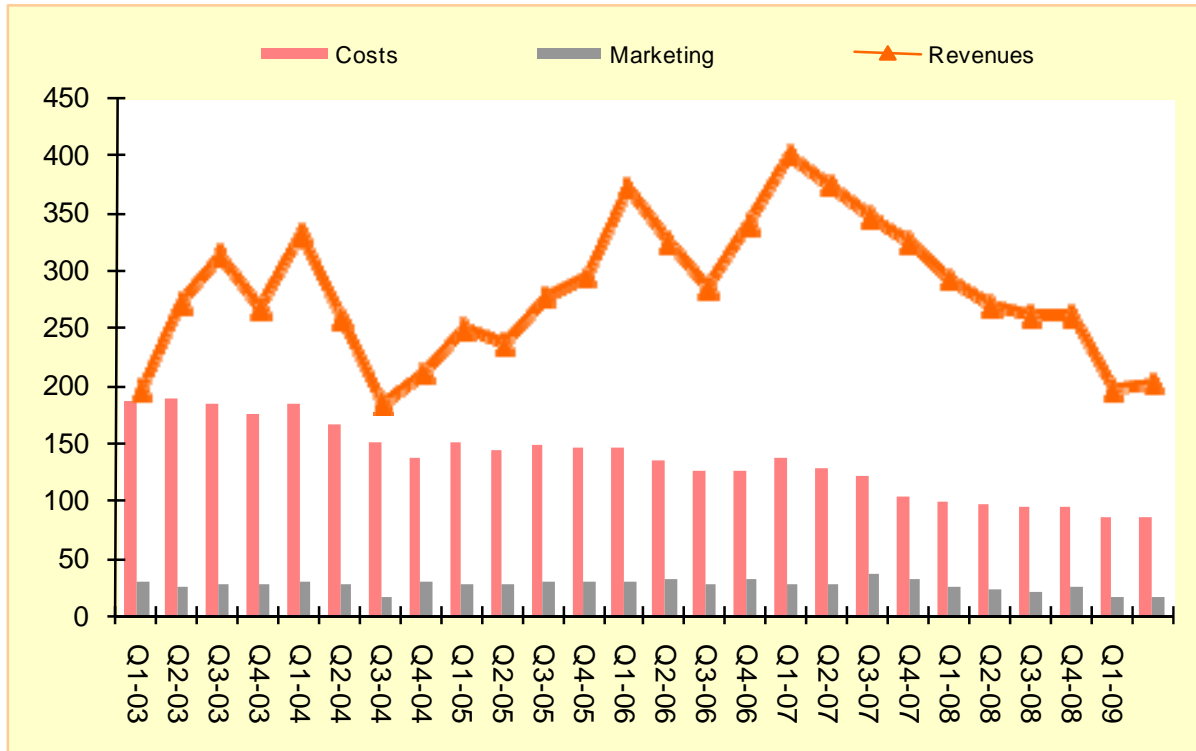
- Growth remains strong
- 6'348 net clients in 2nd quarter 2009
- Saving clients accounts are growing strongly (+ 1'550 clients)
- The Swissquote success story goes on

## Assets Under Custody Recover in 2<sup>nd</sup> Quarter 2009



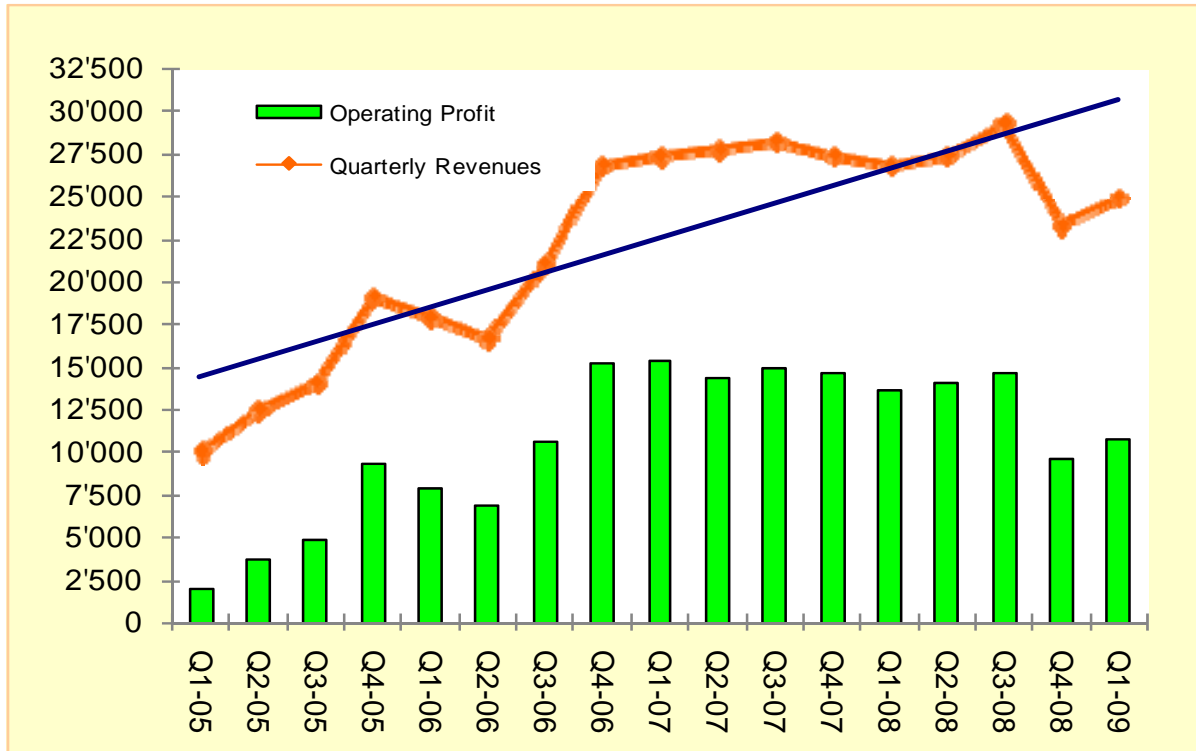
- 240.3 Mio Net new funds in Q2-2009
- Rebound in markets and net new fund increase Assets under Custody to 5.5 Mia

# Costs and Revenues per Client and Quarter



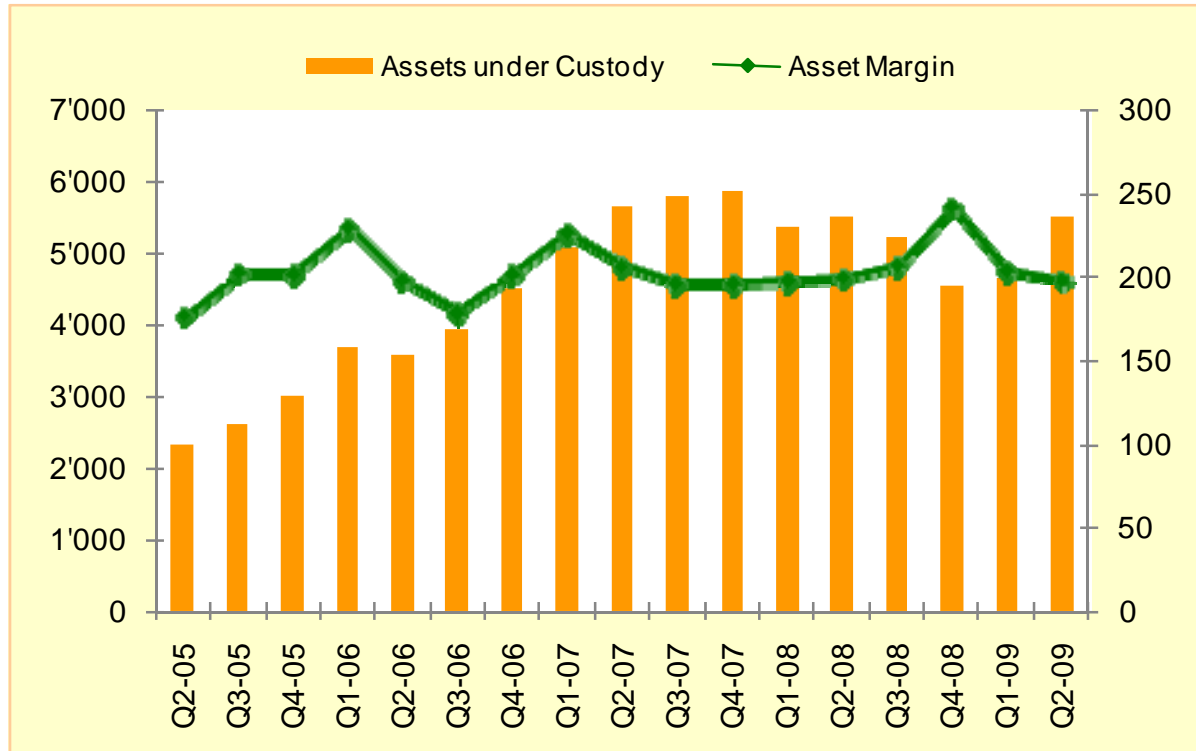
- Shrinking of revenues stopped. Interest rates at lowest levels hit revenues per client
- Consistent control over cost and focus on productivity since 2003 secures a strong 10.7 Mio EBT
- Investments in marketing and new services go on

# Quarterly Revenues Chart



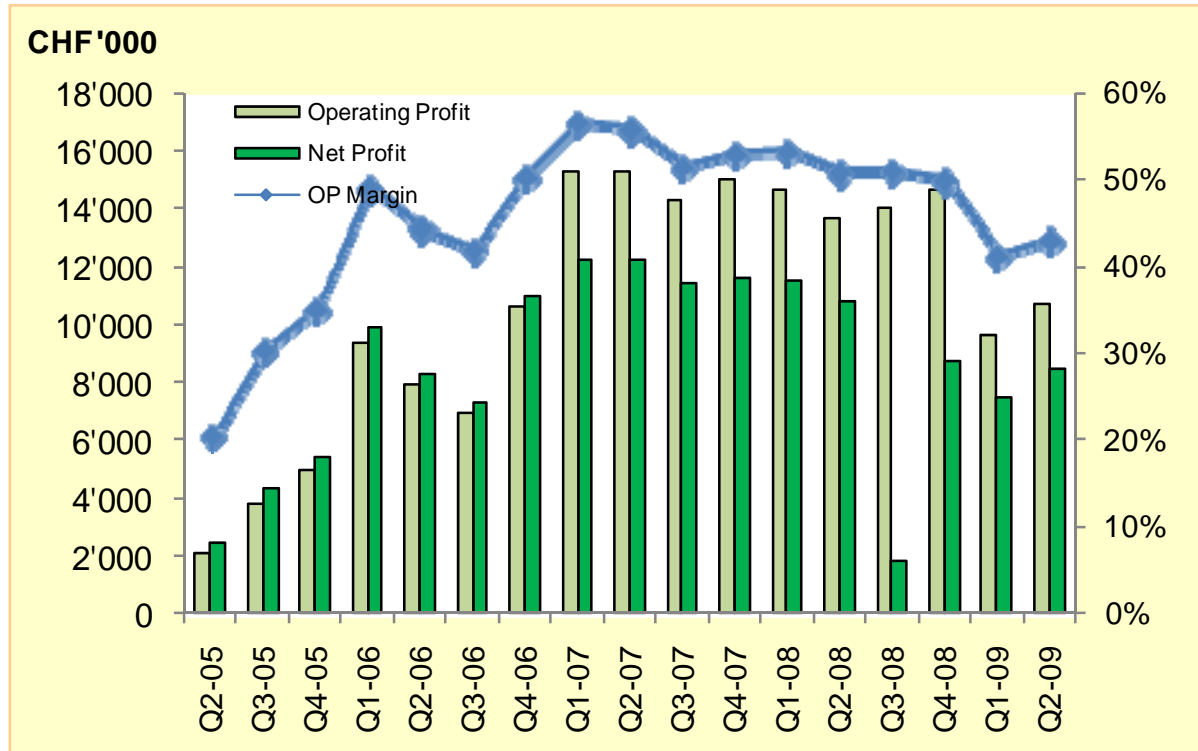
- Revenues at 25 Mio up 7.2% compared to previous quarter
- 10.7 Mio Operating profit and 8.5 Mio Net profit

# Asset Margin



- Asset margin at 2% despite much lower interest revenues

# Quarterly Profit Chart



- Robust Profit of 8,5 Mio. in 2<sup>nd</sup> quarter 2009
- Operating profit margin of 42,9% (33.9% Net profit margin)



## Key Figures First Half (compared to previous year)

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	H1-2009	H1-2008	
Revenues	48.3m	-6.3m	-11.4%
Operating profit	20.3m	-8.0m	-28.2%
Net profit	15.9m	-6.3m	-28.5%
Clients	131'834	+27'587	+26.5%
Assets u. Custody	5'485m	-23m	-0.4%
Equity	152.4m	+16.1m	+11.8%

## Key Figures 2<sup>nd</sup> Quarter (compared to previous quarter)

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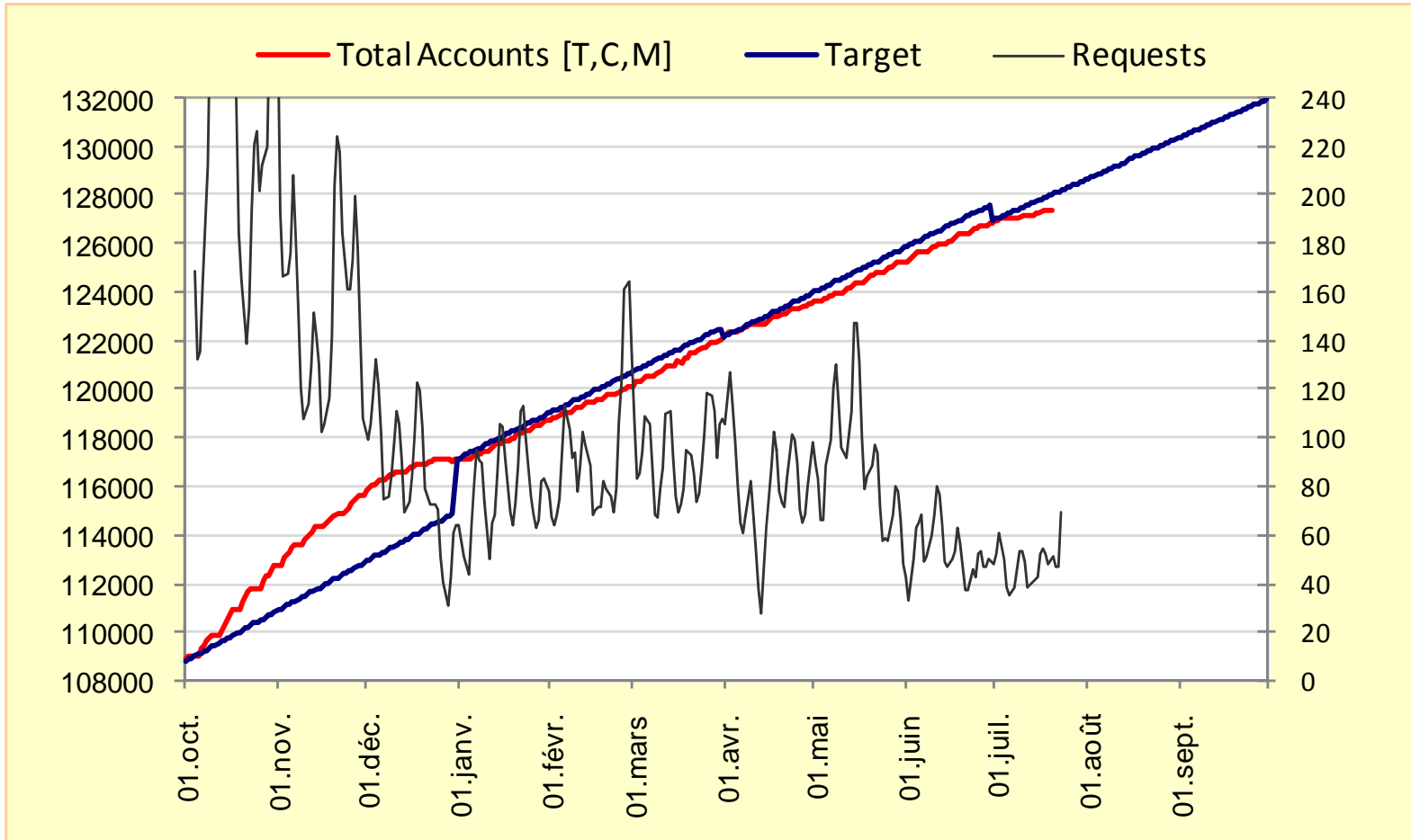
	Q2-2009	Q1-2008	
Revenues	25.0m	+1.7m	+7.2%
Operating profit	10.7m	+1.1m	+11.8%
Net profit	8.5m	+1.0m	+13.4%
Clients	131'834	+6'348	+5.1%
Assets u. Custody	5'485m	+841.2	+18.1%
Equity	152.4m	+7.2m	+5.0%



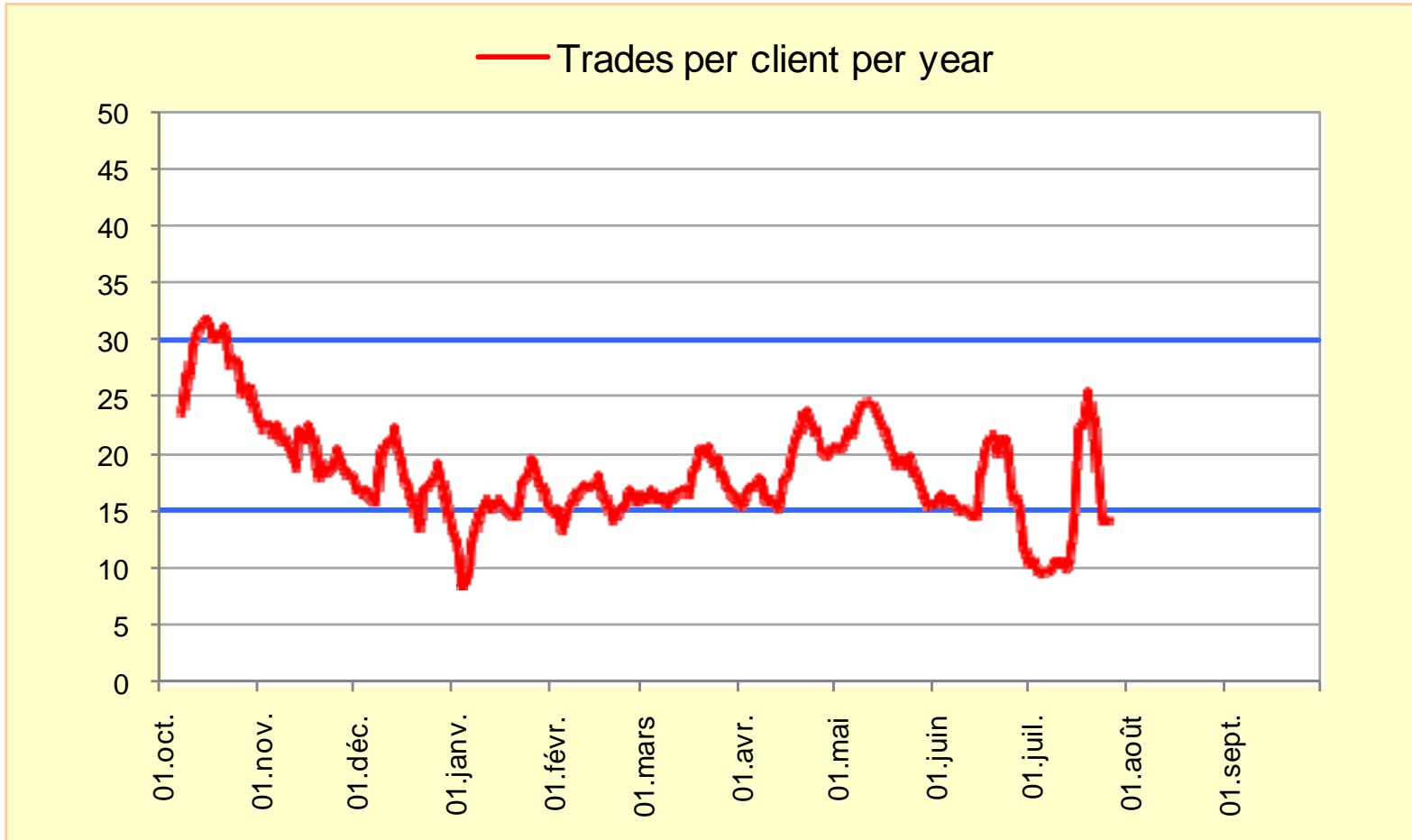
## Trends for the 3rd Quarter

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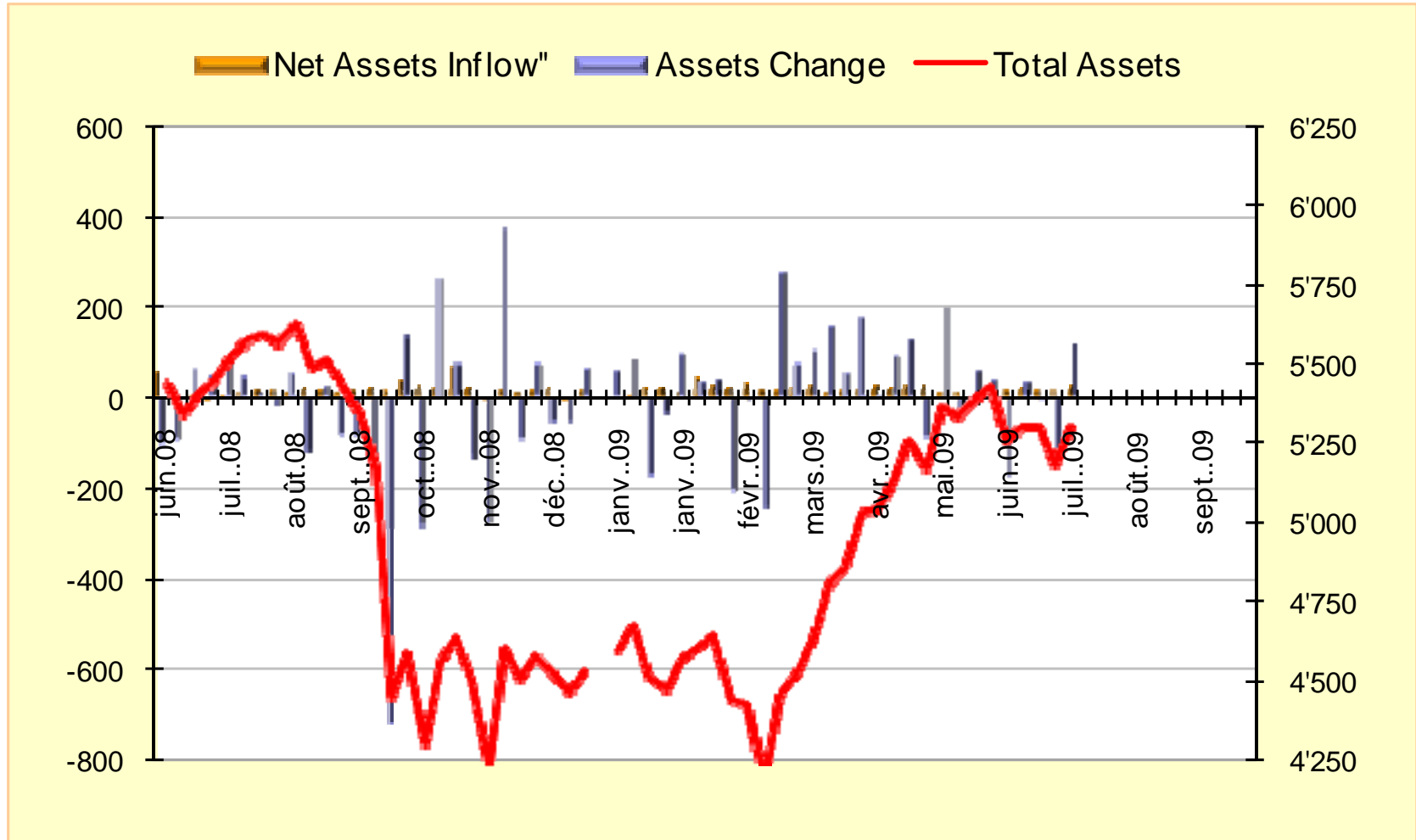
# Target growth in 3<sup>rd</sup> quarter : + 5'000 New Clients



## Weak trading volumes in June, improving in July



# New Funds Developing Positively +68.9m since 1st July

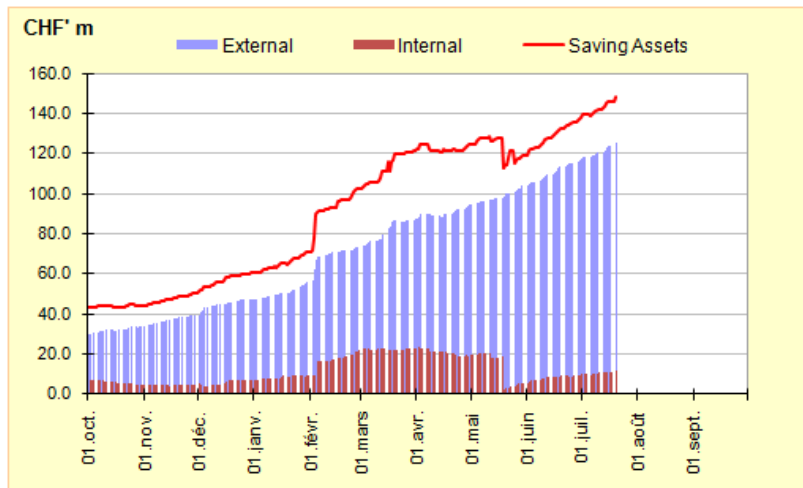
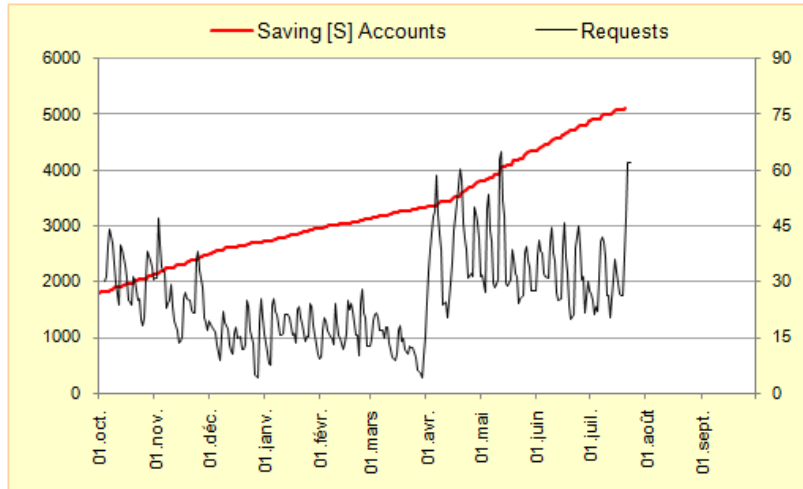




# New Services

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# Dynamic Saving Accounts



- Since 1st April 2009 rate leadership at **1,8%**
- Already more than 145 Mio. assets
- 4'885 clients at 30 June 2009 (+ 1'550 in the 2<sup>nd</sup> quarter)
- Increased scope for saving clients with ETF saving plans



# Dynamic Saving Accounts – Saving Plans

**SELECTION TOOL**

Verfügbarer Betrag  
**CHF 2'610.17**

Verfügbare Produkte

Alle Produkte   Fondsprodukte   ETF Produkte

Name	Preis	Währung	Basiswert
<input type="checkbox"/> LYXOR DJ EUROSTOXX50	26.71	EUR	DJ EURO STOXX 50
<input type="checkbox"/> iSHARES FTSEUROFIRST 80	11.86	CHF	FTSEUROFIRST 80
<input type="checkbox"/> LYXOR MSCI EUROPE	78.71	EUR	MSCI EUROPE
<input type="checkbox"/> iSHARES MSCI EUROPE EX-UK	26.93	CHF	MSCI EUROPE EX-UK
<input type="checkbox"/> DR X-TR FTSE 100 SHORT	19.99	CHF	FTSE 100 SHORT

↓

Modelle   Name des Modells : Swiss Balanced

Wert des gewählten Modells **CHF 500.63**

ISHARES SMI (DE)	56.46	CHF
DB X-TR SLI	85.07	CHF
Swissquote Quant Swiss Equities CHF A	49.82	CHF
Xmtch on (CH) SMIM	109.00	CHF
Xmtch (CH) SBI DOM GOV 7+	103.56	CHF
Xmtch (CH) SBI DOM GOV3-7	96.72	CHF

SCHLIESSEN

Modellverteilung

Modell	Anteil
XMSMM	11.66%
SMIEEX	22.6%
XTBDID	13.14%
XTBIG	12.27%
Swi-SwissquoteQ	25.5%
XSLI	14.93%

## The concept

- ETF saving plans at attractive conditions (CHF 9.- flat pro portfolio)
- Initially 67 SIX listed ETFs from most reputable issuers
- 4 preset saving plans. Savers can customize their plans individually

# Dynamic Saving Accounts – Saving Plans

INVESTMENT MANAGEMENT TOOL  
A practical way to manage your future investments

Securities Investments    Fiduciary investments

• I choose the following model:  
Swiss Balanced  
Value of the model  
**CHF 500.45**

• I invest the following amount  
1000    CHF  
Available capital  
**CHF 2,610.17**

• With the following investment frequency:  
Start: 26/07/2009  
Frequency  
 unique    daily    weekly    monthly    every 2 months  
 quarterly    semestral    yearly

**Availability of your capital**

If the available capital is not sufficient, the amount will be reduced to the minimum amount of the model  
 Wait till a sufficient amount will be available

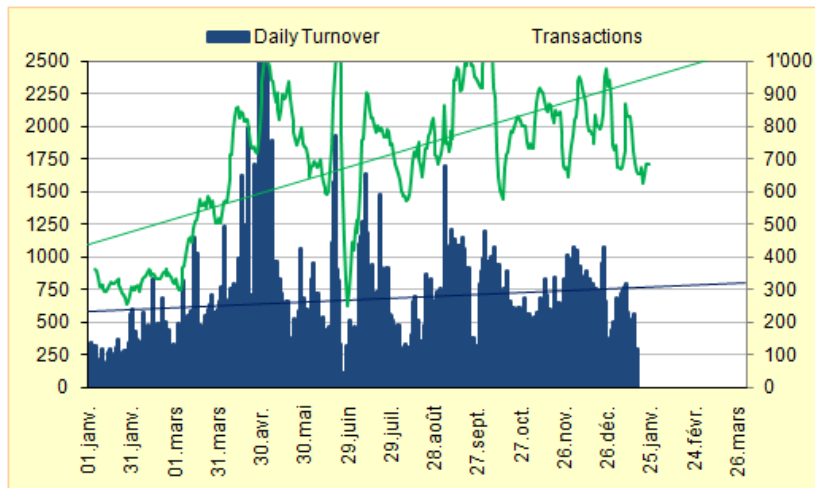
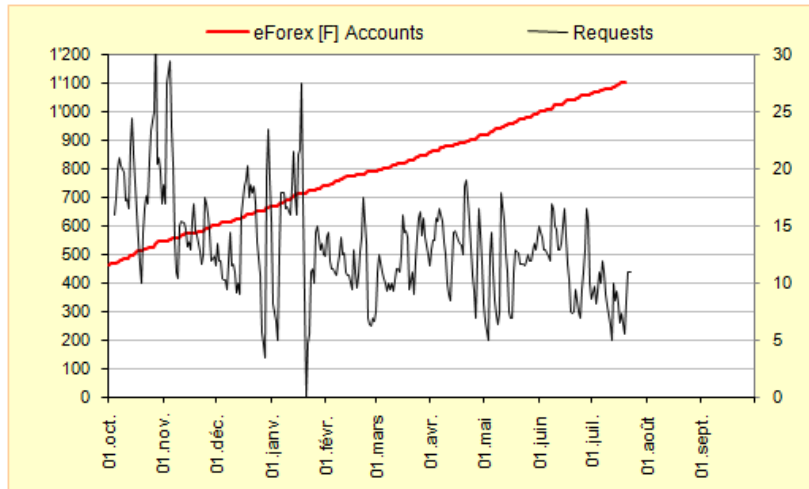
Your order is subject to certain terms of execution. For example, it will not be executed immediately. [Further Information](#)  
By clicking on "I want to invest", you accept these terms.

CANCEL    INVEST

## Innovative Tools

- Full automation of the investment process
- Investment planning assisted by a robot
- Efficient design and modern ergonomoy
- The new saving tool for the Internet era.

# Currency- and Precious Metal-Trading



- Successful new services with already 1'100 active clients
- New currency (SEK) added. In total 26 tradable currency pairs
- Since 24 July, trading in gold and silver is possible. No commission. Spread of 60 cts for gold and 4 cts for silver

# Currency- and Precious Metal-Trading

The screenshot displays the Swissquote trading platform interface. The top menu includes File, Edit, View, Layout, Tools, Reports, and Help. The main interface is divided into several sections:

- Instrument Panel:** Shows currency rates for EUR/USD, USD/JPY, GBP/USD, and USD/CHF. Each pair includes bid/ask prices, a pip value of 1.0, and trade buttons for SELL and BUY with a 50,000 lot size.
- Charts:** Displays a 1-minute active chart for XAG/USD. The current price is 13.8375. The chart shows price movement from 10:30 to 11:08 AM on July 23, 2009.
- News Headlines:** Lists recent market news, including "DJ MARKET TALK: USD/1...", "DJ MARKET TALK: France...", and "DJ Sterling Index At 0900...".
- News Story:** A detailed article titled "DJ MARKET TALK: France Jul Business Sentiment Means Rebound" is displayed, mentioning that the improvement in French business sentiment in July suggests a rebound in industrial production.
- Account Information:** A table at the bottom provides account details for account SQeshn9225, including Account Balance (\$395.00), Account Equity (\$395.00), and Used Margin.



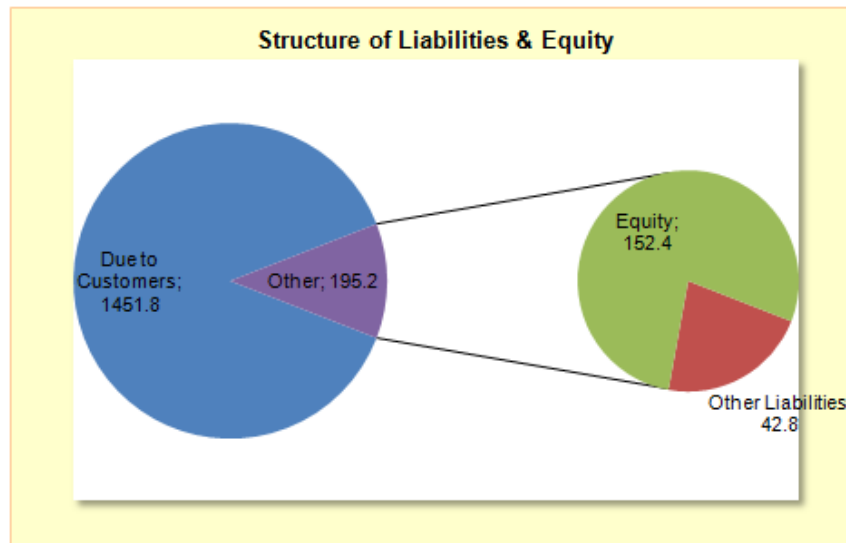
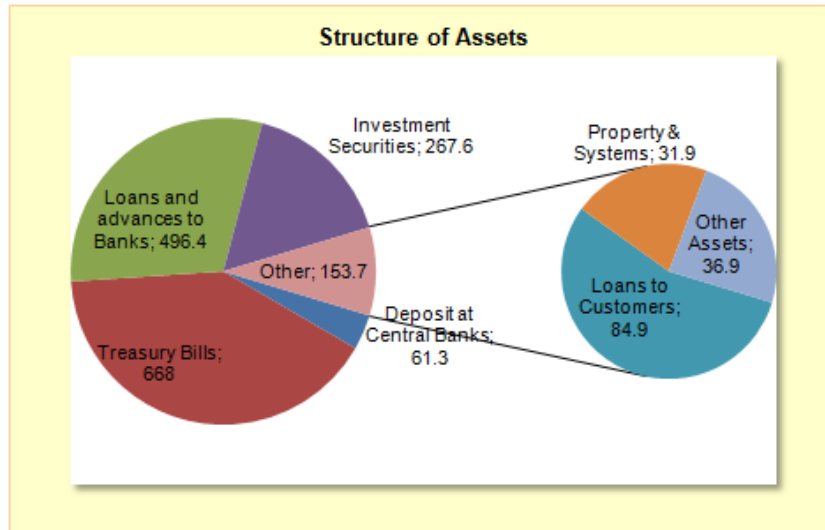
# Interim Statement of Financial Positions

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# Interim Statement of Financial Position at 30 June 2009

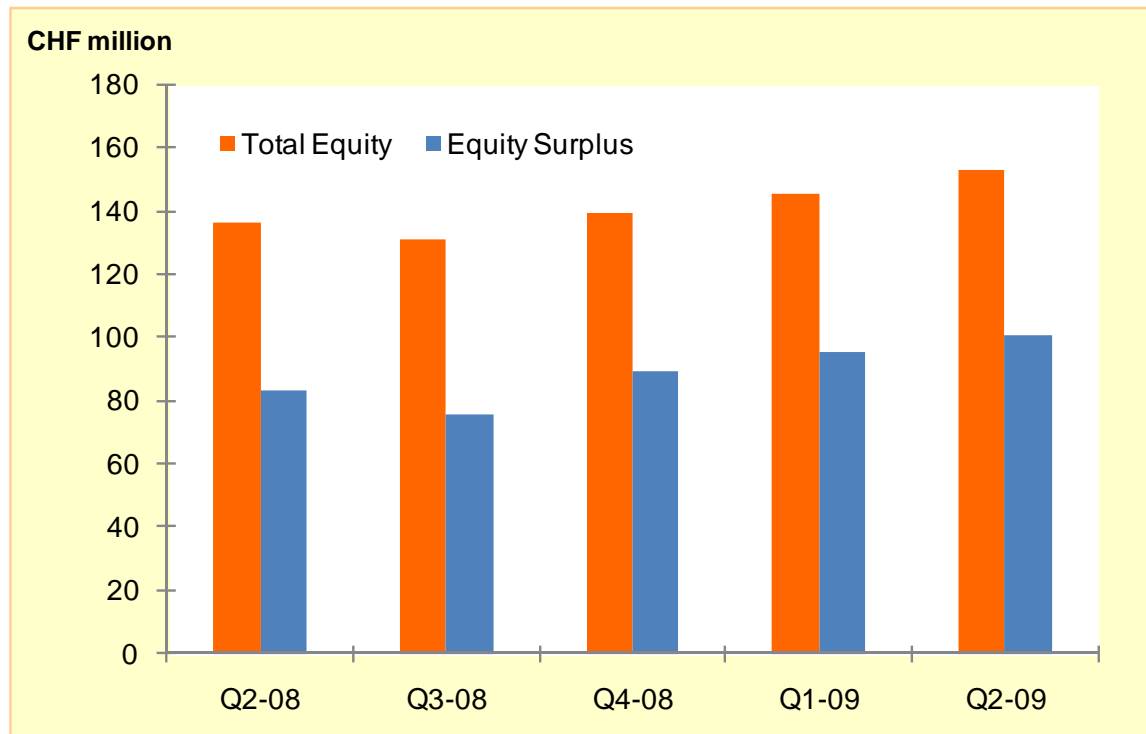
<i>[CHF m]</i>	30 June 2009	31.12.2008	Change	%
<b>ASSETS</b>				
Deposit at central bank	61.3	293.2	- 231.9	-378.3%
Treasury Bills	668.0	-		
Loans and advances to banks	496.4	765.7	- 269.3	-54.3%
Trading assets	17.6	-		
Loans to customers	84.9	71.7	13.2	15.5%
Investment securities	267.6	165.9	101.7	38.0%
Property & systems	31.9	31.3	0.6	1.9%
Other assets	19.6	18.3	1.3	6.6%
<b>Total assets</b>	<b>1,647.3</b>	<b>1,346.1</b>	<b>301.2</b>	<b>18.3%</b>
<b>LIABILITIES AND EQUITY</b>				
<b>Liabilities</b>				
Due to customers	1,451.8	1,166.3	285.5	19.7%
Other liabilities	43.1	40.7	2.4	5.6%
<b>Total liabilities</b>	<b>1,494.9</b>	<b>1,207.0</b>	<b>287.9</b>	<b>19.3%</b>
<b>Equity</b>				
Ordinary shares	2.9	2.9	-	0.0%
Reserves & retained earnings	175.1	160.8	14.3	8.2%
Treasury shares	(25.6)	(24.6)	(1.0)	3.9%
<b>Total equity</b>	<b>152.4</b>	<b>139.1</b>	<b>13.3</b>	<b>8.7%</b>
<b>Total liabilities and equity</b>	<b>1,647.3</b>	<b>1,346.1</b>	<b>301.2</b>	<b>18.3%</b>

# Structure of Financial Positions at 30 June 2009



# Equity and Surplus

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# Key Figures

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# Key Figures for 1st Half of 2009

CHF'000	Comparison with Previous Year				Comparison with Previous Quarter			
	H1-2009	H1-2008	Change	Change [%]	Q2-2009	Q1-2009	Change	Change [%]
Net Fee & Commission Income	33'807.4	34'640.7	(833.3)	-2.4%	18'322.8	15'484.6	2'838.2	18.3%
Interest Income, net	5'613.9	15'640.2	(10'026.3)	-64.1%	2'280.6	3'333.4	(1'052.8)	-31.6%
Trading Results	8'926.7	4'318.7	4'608.0	106.7%	4'405.9	4'520.7	(114.8)	-2.5%
<b>Total Net Revenues</b>	<b>48'348.0</b>	<b>54'599.6</b>	(6'251.6)	-11.4%	<b>25'009.3</b>	<b>23'338.7</b>	1'670.6	7.2%
Payroll & Related Expenses	(12'144.6)	(12'464.7)	320.1	-2.6%	(6'080.6)	(6'064.0)	(16.6)	0.3%
Other Operating Expenses (incl. Depr. & Provision)	(11'865.1)	(9'300.3)	(2'564.8)	27.6%	(6'176.8)	(5'688.3)	(488.5)	8.6%
Marketing Expenses	(3'994.3)	(4'503.2)	508.9	-11.3%	(2'012.3)	(1'981.9)	(30.4)	1.5%
<b>Total Expenses</b>	<b>(28'004.0)</b>	<b>(26'268.2)</b>	(1'735.8)	6.6%	<b>(14'269.7)</b>	<b>(13'734.2)</b>	(535.5)	3.9%
<b>Operating Profit</b>	<b>20'344.0</b>	<b>28'331.4</b>	(7'987.4)	-28.2%	<b>10'739.6</b>	<b>9'604.5</b>	1'135.1	11.8%
Income Taxes	(4'410.8)	(6'048.2)	1'637.4	-27.1%	(2'271.6)	(2'139.2)	(132.4)	6.2%
<b>Net Profit</b>	<b>15'933.2</b>	<b>22'283.2</b>	(6'350.0)	-28.5%	<b>8'468.0</b>	<b>7'465.3</b>	1'002.7	13.4%
Operating Profit Margin	42.1%	51.9%			42.9%	41.2%		
Net Profit Margin	33.0%	40.8%			33.9%	32.0%		
	<b>30.06.2009</b>	<b>30.06.2008</b>	Change	Change [%]	<b>30.06.2009</b>	<b>31.03.2009</b>	Change	Change [%]
Total number of Trading Clients [units]	126'949	103'476	23'473	22.7%	126'949	122'151	4'798	3.9%
Total number of Saving Clients [units]	4'885	771	4'114	533.6%	4'885	3'335	1'550	46.5%
Total Number of Clients	131'834	104'247	27'587	26.5%	131'834	125'486	6'348	5.1%
Assets under Custody [CHF m]	5'485.0	5'508.0	(23.0)	-0.4%	5'485.0	4'643.8	841.2	18.1%
Total Net New Monies [CHF m]	530.9	739.3	(208.4)	-28.2%	240.3	290.6	(50.3)	-17.3%
Total Headcounts	227	233	(6)	-2.6%	227	228	(1)	-0.4%
Total Balance Sheet [CHF m]	1'647.3	1'352.9	294.4	21.8%	1'647.3	1'501.4	145.9	9.7%
Total Equity [CHF m]	152.4	136.3	16.1	11.8%	152.4	145.2	7.2	5.0%
Equity Surplus [CHF m]	100.6	83.3	17.3	20.8%	100.6	95.2	5.4	5.7%