

## Zurich and Swissquote to build a joint financial portal to the Internet

Zurich has reached an agreement with the Swissquote Group for the development of a financial portal (Personal Finance & Risk Platform). In future, Internet users interested in savings and investments will be able to analyze their entire investment, insurance and pension needs on this new platform and to optimize their personal investment strategy. Information can be obtained, transactions executed and stock exchange orders placed.

Using a focused information tool, customers can obtain answers to financial questions and create their own individual investor profile. They can also access an overview of financial markets, sector analyses, movements in selected securities, investment tips and much more.

The information and services on this portal, which customers access as they require, are provided jointly by Zurich Invest Bank and Swissquote Trade. On a single platform, customers can execute transactions on their Zurich Invest Bank accounts and make direct investments in the stock market through Swissquote Trade. The custody accounts for investments made in this way are maintained by Bank Rüd, Blass & Cie AG, a company of Zurich Financial Services Group. A pilot version of this financial portal will be presented jointly by the cooperation partners in September at the Orbit in Basel.

"This cooperation agreement allows us to exploit the synergies between our two areas of business activities: online stock exchange dealing and real-time dissemination of financial information, combined with Zurich Invest Bank savings and investment services", explains Marc Bürki, CEO of Swissquote Group. Marvel Communications, a subsidiary of Swissquote Holding, is responsible for the technical implementation.

According to Peter Eckert, head of Zurich Switzerland, "The emphasis is on the idea of a personalized financial portal. The portal will enable customers to optimize their personal investment, insurance and pension planning with integrated solutions that are user-friendly and easy to handle. If their circumstances change, the composition of their investment and risk product portfolio can be altered in no time to suit their new needs. Due to lack of time and the complex technology involved many investors are often unable to manage their finances without advice. Our new financial portal therefore represents an attractive addition to the existing face-to-face service relationship currently available."