

Press release / 7 July 2015



## **Vontobel gains Crédit Industriel et Commercial as new distributor for its deritrade® Multi Issuer Platform in Asia Pacific.**

**Vontobel Financial Products is pleased to announce Crédit Industriel et Commercial (CIC) to its deritrade® Multi Issuer Platform (deritrade® MIP) in Asia Pacific. This major milestone for deritrade® MIP demonstrates the increasing demand from distributors globally and in Asia Pacific to benefit from the materially reduced operational costs and improved client offering enabled by bringing the structured products industry to the digital banking world.**

deritrade® MIP brings a unique 'front-to-back' offering to distributors and issuers in Asia Pacific by automating not only the price discovery of structured products, but the entire value chain from the point of issuance to distribution and post-trade life cycle management. Reduced overall costs for distributors will translate into more yield for clients, while automated processes will bring more scalability and quality, thus a much enhanced client experience. CIC becomes the seventh Distributor to join the platform in Asia Pacific this year.

Anup Gupta, Head of deritrade® MIP in Asia Pacific, commented, "Winning the support from CIC is a strong endorsement of deritrade® MIP's track record as the leading front-to-back offering in the market. We are excited by this latest development and have every indication we will soon add more potential distributors to the platform. Besides, we are also working with a number of leading undisclosed issuers to onboard in Asia Pacific."

Remigio Luongo, CEO of Vontobel Financial Products in Asia Pacific, added, "deritrade® MIP is key to Vontobel Financial Products' growth strategy in Asia Pacific. We are seeing an increasing need for automation in the structured products space. Our offering goes beyond automation and delivers the service to the point of sale, enabling relationship managers to create a new client experience."

This milestone follows the success of its deritrade® MIP in Europe, where it has established itself as a new market standard, featuring the seven prominent issuers Deutsche Bank, J.P. Morgan, Morgan Stanley, Société Générale, UBS, Vontobel and ZKB, representing more than 70% of the sizable exchange traded SP volume in Switzerland. Its distribution franchise is growing rapidly, bringing its product offering directly to relationship managers at private banks and independent asset managers via its purpose build user interface.



**About deritrade® Multi Issuer Platform (MIP)**

Vontobel deritrade® MIP is a fully automated issuance platform for Structured Products, offering a new dimension of efficiency and convenience for the distribution of Structured Products. Deritrade® MIP sources products and pricing from leading issuers, and makes them available to distributors such as Private Banks and Independent Asset Managers. Based on the easy-to-use, purpose-built web-service, the product offering is delivered directly to the “point of sale”, i.e. the Relationship Manager – thereby introducing a new level of client experience. Fully automated processes front to back throughout the full product life cycle substantially reduce costs and operational risks at all levels.

**Vontobel Financial Products (Asia Pacific) Pte Ltd**

Vontobel Financial Products (Asia Pacific) Pte Ltd is a company incorporated under the laws of Singapore. It is wholly owned by Vontobel Holding AG, a company established under the laws of Switzerland and listed on the SIX Swiss Stock Exchange. The Vontobel group of companies engage in private banking, investment management and asset management activities. A key operating subsidiary within the group is Bank Vontobel AG which is authorised by as a bank and securities dealer. Established in 1924, Bank Vontobel is an independent Swiss bank, headquartered in Zurich, with 1,400 employees present in 21 locations. Combining its strengths in the field of private banking, asset management and investment banking, Vontobel stands for the values that influence the Swiss success model: professionalism, soundness, trustworthiness, quality and precision. Vontobel’s financial strength is demonstrated by its good credit rating and high BIS tier 1 ratio.

**Contacts**

Media Relations:	Rebeca Garcia	+41 (0)58 283 76 69
Investor Relations:	Michel Roserens	+41 (0)58 283 76 97

**Legal information** This document is for information purposes only and does not constitute an offer of any kind. The services described in the document are supplied under the agreement signed with the service recipient. The nature, scope and prices of services and products may vary from one country to another and may change without notice at any time. Certain services and products are not available worldwide or from all companies of Vontobel. In addition, they may be subject to legal restrictions in certain countries.