

Press release / 17 March 2015



## **Vontobel gains distributors' support for its deritrade® Multi Issuer Platform in Asia Pacific**

**Vontobel Financial Products is pleased to announce the addition of four regional and international structured products distributors, LGT, Maybank, KGI Securities and Union Bancaire Privée to its deritrade® Multi Issuer Platform (MIP) in Asia Pacific. This major milestone for deritrade® 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 APAC 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 yields for clients, while automated processes will bring more scalability and quality, thus a much enhanced client experience.

Anup Gupta, Head of deritrade® MIP in APAC, commented, "The structured products market in APAC is in the midst of a fundamental change to reduce costs. Winning the support from four distributors 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."

Thomas Süssli, CEO of Vontobel Financial Products in Asia Pacific, added, "deritrade® MIP is key to Vontobel Financial Products' growth strategy in APAC. The early success of the platform in the region shows that it addresses a significant need present in the market for automation. It will cause a paradigm shift from product to advisory centricity."

This milestone follows the success of its deritrade® MIP in Europe, where it has established itself as a new market standard, featuring the six prominent issuers UBS, Vontobel, Morgan Stanley, Deutsche Bank, Société Générale and Zürcher Kantonalbank, 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.

**Vontobel**

Vontobel's mission is to protect and build the wealth our clients have entrusted to us over the long term. Specializing in active asset management and tailor-made investment solutions, we provide responsible and forward-looking advice. In doing so, we are committed to Swiss quality and performance standards. With their good name, our owner family has stood by these principles for generations. As of 31 December 2014, Vontobel held CHF 191 billion of client assets. Around 1,400 employees worldwide provide first-rate, customized services for clients with an international focus. The registered shares of Vontobel Holding AG are listed on the SIX Swiss Exchange. The Vontobel families and the Vontobel Foundation hold the majority of shares and votes in the company. [www.vontobel.com](http://www.vontobel.com)

All our service offerings shall always be made in accordance with the applicable rules and regulations and Vontobel does not offer all of the described products and services in every location.

Vontobel Financial Products (Asia Pacific) Pte. Ltd. is a company incorporated under the Companies Act of Singapore (Chapter 50). We provide internationally diversified structured product solutions exclusively to licensed professional counterparties

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