

Press release / 7 December 2015



## **Vontobel launches deritrade® SmartGuide, the world's first decision tool for buying structured products using smart- and crowd data, in Europe and Asia Pacific**

**As of today, Vontobel becomes the first bank to offer relationship managers and asset managers in Europe and Asia Pacific a customizable decision making tool to buy structured products by utilizing smart- and crowd data. With the launch of deritrade® SmartGuide, Vontobel Financial Products makes user activity and market data accessible to deritrade® users, providing unparalleled insights and a new level of transparency in the structured products market.**

With the newly launched tool, customers can now compare products against a wider context of alternative options, which significantly increases their confidence in the decision making process. The foundation for this new service is the broad user and market activity data from Vontobel's leading multi Issuer platform, deritrade® MIP. Custom built for yield enhancement products, deritrade® MIP handles more volume than the same segment of the SIX Swiss Exchange. In essence, deritrade® SmartGuide combines the large user and market activity data with deritrade® technology and algorithms, processing it into valuable information for relationship- and asset managers.

Markus Pfister, Head of Engineering, responsible for technology at Vontobel Financial Products: "With deritrade® SmartGuide we combine our state-of-the-art technology with our innovation power. It's a very challenging but also extremely interesting project. This service confirms the impressive scalability of our IT architecture."

Gerhard Meier, Head deritrade® MIP with responsibility for the distribution of the platform: "With deritrade® SmartGuide we offer our customers an extremely efficient tool and empower client advisors in their most important duty - finding within seconds, out of the huge universe of possibilities, the best investment product for each and every client."

### 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 30 June 2015, Vontobel held CHF 181 billion of client assets. Over 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)



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