We thought a list of ideas may be of interest before letting you read their slides. These were notes taken during the workshop. They however represent personal notes, not Swissquote views.

- It is better to be 2 founders; being alone is difficult and there is nobody to challenge your possible mistakes.
- When you are young, you have no children, so money is less of an issue.
- Investors fund people (i.e. their personality) and not their Business Plan.
- The 1st office was a cellar, which you would not show to customers! Ref: the famous Silicon Valley Garages.
- Competition will always exist and you need to be prepared for it.
- It is easy to lose “sense of reality” when you are successful.
- Entrepreneurship is learnt by doing.
- The first idea may not be the right one.
- The right mindset counts in a start-up.
- It is important to have fun...

Hervé Lebret, November 29, 2006
« Sei realistisch. Verlange das Unmögliche. »

Ernesto Che Guevara
Agenda

- It starts with an idea…
- IPO Time
- Struggling for Survival
- Business Plan
- Key figures
- Account in a box
It starts with an idea...
1990 to 1996

- 1990: Enthusiastic start with 160k of Seed Money
- 1991: First drastic Restructuring (Salary Cut)
- 1992: Two first software licences sold  
(Portfolio Valuation Software for Banks)
- 1993: Second line of products developed  
(Financial Information System for Banks)
- 1994: 300 Software licences sold
- First employee hired
- 1995: Revendor Contract with EBS (Elektronische Börse Schweiz – today SWX)
1990: Offices

1st Software
1996 to 1999

- 1996: Development of first Website www.vaudoise.ch
- 1996: First Internet World (Boston) ➔ Swissquote-Concept
  Free Realtime Data for SWX listed products
- 1998: USD 3.2m contract with the IOC for the development of the various olympic websites
- 1999: Launch of Swissquote Trade and Swissquote Group Holding
- IPO in mind
IPO Time
IPO Time

• With the launch of the „New Market“ Segment of the SWX
  Swissquote became an attractive IPO target for investment
  banks. The IPO plan is realized 3 years earlier than expected

• Julius Bär, ABN Amro, JP Morgan, CS and others had made
  research studies to evaluate the value of the company…

• ... but were working at the same time on their own projects
  (Stellax, Youtrade …)

• The fair value of the company was estimated between 400 and
  800 Mio.

• Today the company has a market cap of 500m
Valuation method

Comparable listed European online brokers
- Bourse Direct
- ConSors
- Direkt Anlage Bank

Comparable listed U.S. online brokers
- Schwab, Ameritrade, E*Trade
- DLdirect, NOB, TD Waterhouse

Comparable listed online financial services provider
- E-Loan
- Entrium
- Mortgage.com

Comparable listed web agencies
- Kabel New Media
- GFT Technologies
- ID Media
- SinnerSchrader
- WWL Internet

Multiplicators, value drivers

Company forecast
- Pages 34 - 39

Company value
- Page 41

IPO value

Value web intelligence services
Valuation comparison

Market Cap/Revenues 2001E

ConSors: 17.9x
DAB: 13.8x
Bourse Direct: 3.5x
Schweiz: 6.1x
Ameritrade: 4.3x
E'Trade: 4.7x
DL Direct: 2.6x
NDB: 1.6x
TD Waterhouse: 4.4x
Entrum: 4.7x
Mortgage.com: 2.4x
E-Loan: 7.1x
FINet.com: 4.6x

Market Cap/Account 2001E (€, 1US$=1€)

ConSors: 11,175
DAB: 7,896
Bourse Direct: 6,630
Schweiz: 3,826
Ameritrade: 2,131
E'Trade: 1,458
DL Direct: na
NDB: na
TD Waterhouse: 1,027
Entrum: nm
Mortgage.com: nm
E-Loan: nm
FINet.com: nm

Remarks:
(1) not available
(2) accounts growth not meaningful for direct comparison

34 / Capital Markets
Valuation based on multiple “Market cap/Accounts 2001”

Comparable companies (in CHF)

Europe
- 10'560
- 17'880

US
- 2'330
- 6'485

I-Financial services
- 1'643

Swissquote accounts

<table>
<thead>
<tr>
<th>Year</th>
<th>Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>500</td>
</tr>
<tr>
<td>2000</td>
<td>4'200</td>
</tr>
<tr>
<td>2001</td>
<td>25'000(1)</td>
</tr>
</tbody>
</table>

(1) Assumption: additional 6'000 I-Bank customers

Swissquote valuation

Applied multiples
- 10'000
- 16'000

Value
- CHF 250 - 400 million

38 / Capital Markets
Structuring an IPO - a global approach

**PREPARATION**
- INFORMATION
  - market
  - prospectus
  - research
- FINANCIALS
  - audited accounts
  - forecasts
- CORPORATE STRUCTURE
  - capital
  - Board of Directors

**RESEARCH**
- COMMUNICATION
  - communication concept
  - annual report / brochure
- IPO
  - float
  - new shares
- INVESTMENT CASE
  - strategy
  - sales growth
  - profit growth & opportunities
  - strengths
  - weakness & risks
- POSITIONING SWISSQUOTE
  - industry trends
  - industry profile
  - competitors

**PRE-MARKETING**
- TARGETED APPROACH
  - key investors

**MARKETING**
- ROADSHOWS
  - key investors
  - management commitment
- PR
  - adds
  - interviews
  - web site

**AFTER IPO SUPPORT**
- MARKET MAKING
  - stabilisation
  - greenshoe option
  - securing liquidity
- RESEARCH
  - short reports/updates
  - full-scale research reports
  - dialogue with investors

**Timeline**
- Analyst presentation: April 10
- Research published: May 8
- Price range: May 22
- IPO pricing: May 29

6 - 12 weeks
4 weeks
2 weeks
1 - 2 weeks
2 years
SWISS PERFORMANCE INDEX (SXGE) 07-déc.-98 - 25-mars-03

6635.46 (0%)

Date | Open | Close | High  | Low  | Volume | Compare
---|------|------|------|------|--------|-------
07-Jun-01 | 5'242.64 | 5'251.39 | 5'253.88 | 5'221.36 | 0 | 1'330'8761
Struggling for survival
Struggling for survival

- **Growth and volume**
  With the end of the Internet bubble many private investors had lost a lot of money and stopped online trading. The volumes declined and the growth was lower than expected.

- **Competition**
  Almost every bank or insurance company had an “Online Trading Bank” in project. The competition became hard between Swiss companies and Swiss subsidiaries of foreign companies. The trading commissions were divided by two.
bbtrade.ch arbeitet mit Swissquote Bank zusammen.

Falls Sie als ehemaliger bbtrade.ch Kunde Fragen haben, melden Sie sich bitte unter:
Telefon 01/267 67 74 Fax 01/261 61 60

Meldung an die Medien / 27.02.01

Projekt y-o-u Bank wird eingestellt

Das Projekt der Internet-Bank y-o-u, an dem die Vontobel-Gruppe mit dem PricewaterhouseCoopers beteiligt war, wird eingestellt. Kostenrahmen und Zielkonzept haben sich als nicht realisierbar erwiesen.


Für Auskünfte stehen Ihnen Tony R. Ries, Vorsitzender der y-o-u-Gesellschaft, vor Ort (041/210 10 19), und Dr. Peter Wohali, Geschäftsführer der Coopers Switzerland, zur Verfügung.
Struggling for Survival

• Expansion
  Swissquote realized its Business Plan and invested its IPO money. The staff was increased to 180 people.

• Costs
  The Bank Licence and the various subsidiaries were expensive. Like other European online brokers Swissquote was trapped in the fixed costs and had to restructure its operation.

• Restructuring
  The French subsidiary was closed, The Web company (Marvel) was sold, 30% of the bank staff was laid off and the top management was replaced.
<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2000</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>13.2</td>
<td>15.1</td>
<td>(1.9)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-13%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>(21.8)</td>
<td>(4.1)</td>
<td>(17.7)</td>
</tr>
<tr>
<td>Net Loss</td>
<td>(17.9)</td>
<td>(3.1)</td>
<td>(14.8)</td>
</tr>
<tr>
<td>CAPEX</td>
<td>8.9</td>
<td>4.9</td>
<td>4.0</td>
</tr>
<tr>
<td>Equity</td>
<td>53.2</td>
<td>71.0</td>
<td>(17.8)</td>
</tr>
<tr>
<td>Cash</td>
<td>55.2</td>
<td>81.3</td>
<td>(26.1)</td>
</tr>
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</table>

Struggling for Survival
Quarterly Client Growth
Business Plan
avec les tous derniers outils d'analyse associés à une technologie de pointe

vos 5 premiers trades gratuits

*Offre soumise à conditions

Trading off-exchange Gratuit

HSBC Trinkaus & Burkhardt
Online Brokerage Evolution

- **2006 ...**
  - **Online Wealth Management**
  - Quantitative analysis of financial markets, algorithmic trading, mirrored portfolios, Asset allocation tool

- **2005 ...**
  - **Monitoring/Reporting**
  - Monitoring tools (VAR, Trade Signals), portfolio benchmarks, stock screening, trading support

- **1999 ...**
  - **Empowerment**
  - Online access to various markets and financial products,

- **1997 ...**
  - **Information Portal**
  - Real-time information, historical data, financial news, online tools
Direct Shareholding in Switzerland

Swiss Market Index/percentage of equity owners

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Equity Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>9000/36%</td>
<td></td>
</tr>
<tr>
<td>8000/32%</td>
<td></td>
</tr>
<tr>
<td>7000/28%</td>
<td></td>
</tr>
<tr>
<td>6000/24%</td>
<td></td>
</tr>
<tr>
<td>5000/20%</td>
<td></td>
</tr>
<tr>
<td>4000/16%</td>
<td></td>
</tr>
<tr>
<td>3000/12%</td>
<td></td>
</tr>
<tr>
<td>2000/8%</td>
<td></td>
</tr>
<tr>
<td>1000/4%</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

FuW: Finanz und Wirtschaft, HZ: HandelsZeitung, ISB: Institut für schweizerisches Bankwesen (Swiss Banking Institute)
### Information Sources

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gesamtheit der Befragten</td>
<td>72%</td>
<td>-4%</td>
<td>75%</td>
<td>33%</td>
<td>-15%</td>
<td>39%</td>
<td>60%</td>
<td>11%</td>
<td>54%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>72%</td>
<td>-5%</td>
<td>76%</td>
<td>28%</td>
<td>-43%</td>
<td>49%</td>
<td>87%</td>
<td>12%</td>
<td>78%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30-39</td>
<td>80%</td>
<td>18%</td>
<td>68%</td>
<td>34%</td>
<td>10%</td>
<td>31%</td>
<td>73%</td>
<td>16%</td>
<td>63%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40-49</td>
<td>79%</td>
<td>-5%</td>
<td>83%</td>
<td>32%</td>
<td>-3%</td>
<td>33%</td>
<td>72%</td>
<td>22%</td>
<td>59%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50-59</td>
<td>59%</td>
<td>-20%</td>
<td>74%</td>
<td>32%</td>
<td>-20%</td>
<td>40%</td>
<td>45%</td>
<td>-12%</td>
<td>51%</td>
<td></td>
<td></td>
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<tr>
<td>60-74</td>
<td>71%</td>
<td>-5%</td>
<td>75%</td>
<td>37%</td>
<td>-18%</td>
<td>45%</td>
<td>37%</td>
<td>95%</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Einkommen</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weniger als CHF 3'000</td>
<td>65%</td>
<td>-10%</td>
<td>72%</td>
<td>12%</td>
<td>-83%</td>
<td>71%</td>
<td>18%</td>
<td>-54%</td>
<td>39%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHF 3'000 bis unter 4'500</td>
<td>64%</td>
<td>5%</td>
<td>61%</td>
<td>54%</td>
<td>93%</td>
<td>28%</td>
<td>37%</td>
<td>23%</td>
<td>30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHF 4'500 bis unter 6'000</td>
<td>65%</td>
<td>-11%</td>
<td>73%</td>
<td>35%</td>
<td>-31%</td>
<td>51%</td>
<td>47%</td>
<td>0%</td>
<td>47%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHF 6'000 bis unter 8'000</td>
<td>71%</td>
<td>-3%</td>
<td>73%</td>
<td>34%</td>
<td>31%</td>
<td>26%</td>
<td>64%</td>
<td>60%</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHF 8'000 bis unter 10'000</td>
<td>68%</td>
<td>-15%</td>
<td>80%</td>
<td>24%</td>
<td>-41%</td>
<td>41%</td>
<td>52%</td>
<td>-28%</td>
<td>72%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHF 10'000 bis unter 15'000</td>
<td>88%</td>
<td>17%</td>
<td>75%</td>
<td>34%</td>
<td>-11%</td>
<td>38%</td>
<td>84%</td>
<td>35%</td>
<td>62%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHF 15'000 bis unter 20'000</td>
<td>85%</td>
<td>-3%</td>
<td>88%</td>
<td>25%</td>
<td>-19%</td>
<td>31%</td>
<td>87%</td>
<td>28%</td>
<td>68%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHF 20'000 und mehr</td>
<td>63%</td>
<td>-19%</td>
<td>78%</td>
<td>33%</td>
<td>-3%</td>
<td>34%</td>
<td>58%</td>
<td>-24%</td>
<td>76%</td>
<td></td>
<td></td>
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</table>
### Information Sources – Internet Sites

<table>
<thead>
<tr>
<th>Information Source</th>
<th>2004</th>
<th>2002</th>
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<tbody>
<tr>
<td>UBS</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Swissquote</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>Kantonalbanken</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Finanz- und Wirtschaftsseiten*</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Credit Suisse (Direct Net, youtrade)</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Seiten von Zeitungen und Zeitschriften (NZZ, Spiegel, etc.)</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Privatbanken</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Internet-Suchseiten</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Regional- und Raiffeisenbanken</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>borsalino.ch</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>Intranet</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>moneycab.com</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Postfinance</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>balfolio.ch</td>
<td>&lt; 1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

* bilanz.ch, bloomberg.com, boursorama.com, quicken.com
Market Potential in Switzerland*

* based on number of accounts (Swissquote estimate)
Swissquote Market Share*

* based on number of accounts (Swissquote estimate)
Growth of Clients from 2001 to 9M-2006
Average Client Assets from 2001 to 9M-2006

Average Client Assets

2001  2002  2003  2004  2005  9M-2006
Key Figures for the first nine months of 2006
(compared with previous year)

<table>
<thead>
<tr>
<th></th>
<th>9M-2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Revenues</td>
<td>53.6m</td>
</tr>
<tr>
<td>Net Profit</td>
<td>25.5m</td>
</tr>
<tr>
<td>Clients</td>
<td>60’031</td>
</tr>
<tr>
<td>Assets</td>
<td>3’924m</td>
</tr>
<tr>
<td>Equity</td>
<td>82.3m</td>
</tr>
</tbody>
</table>
Revenues and Costs per client and quarter

- Costs
- Marketing
- Revenues

Bar and line graph showing revenues and costs per quarter from Q2-03 to Q3-06.
Sustainable Revenue Growth …

EBITDA

Quarterly Revenues
Holiday period had some impact on trading numbers

![Graph showing trades over time]
Organic growth above 5%

Quarterly Client Growth

- Q1-03
- Q2-03
- Q3-03
- Q4-03
- Q1-04
- Q2-04
- Q3-04
- Q4-04
- Q1-05
- Q2-05
- Q3-05
- Q4-05
- Q1-06
- Q2-06
- Q3-06
3’218 New Clients in 3rd quarter
4 billion Assets under Custody

CHF Mio

Net Assets Inflow
716 million New Money in the first nine month

Net Assets Inflow

CHF Mio

Q2-03  Q3-03  Q4-03  Q1-04  Q2-04  Q3-04  Q4-04  Q1-05  Q2-05  Q3-05  Q4-05  Q1-06  Q2-06  Q3-06

CHF Mio
Screen Shots
The following is a detailed presentation of the contents of your portfolio. The table is divided into two sub-sections.

- The left-hand section presents the VaR and VaG of each position.
- The right-hand section displays the influence of each position on the VaR, expected return and VaG of the portfolio as a whole.
### Profit & Loss

<table>
<thead>
<tr>
<th>Stock</th>
<th>Time left</th>
<th>Comment</th>
<th>Cost</th>
<th>Value</th>
<th>Current perf</th>
<th>Targets</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOVARTIS N</td>
<td></td>
<td></td>
<td>204.15 CHF</td>
<td>204.00 CHF</td>
<td>0.1 %</td>
<td>-0.0 %</td>
<td>20.0 %</td>
</tr>
<tr>
<td>ROCHE GS</td>
<td></td>
<td></td>
<td>432.40 CHF</td>
<td>431.40 CHF</td>
<td>0.2 %</td>
<td>-10.0 %</td>
<td>20.0 %</td>
</tr>
<tr>
<td>NESTLE N</td>
<td></td>
<td></td>
<td>400.00 CHF</td>
<td>400.50 CHF</td>
<td>0.1 %</td>
<td>-10.0 %</td>
<td>20.0 %</td>
</tr>
<tr>
<td>ABB LTD N</td>
<td></td>
<td></td>
<td>168.50 CHF</td>
<td>158.00 CHF</td>
<td>0.3 %</td>
<td>-10.0 %</td>
<td>20.0 %</td>
</tr>
<tr>
<td>LOGITECH N</td>
<td>30 days</td>
<td>Test</td>
<td>245.50 CHF</td>
<td>245.00 CHF</td>
<td>0.2 %</td>
<td>-10.0 %</td>
<td>20.0 %</td>
</tr>
</tbody>
</table>
« Charting Tool »