



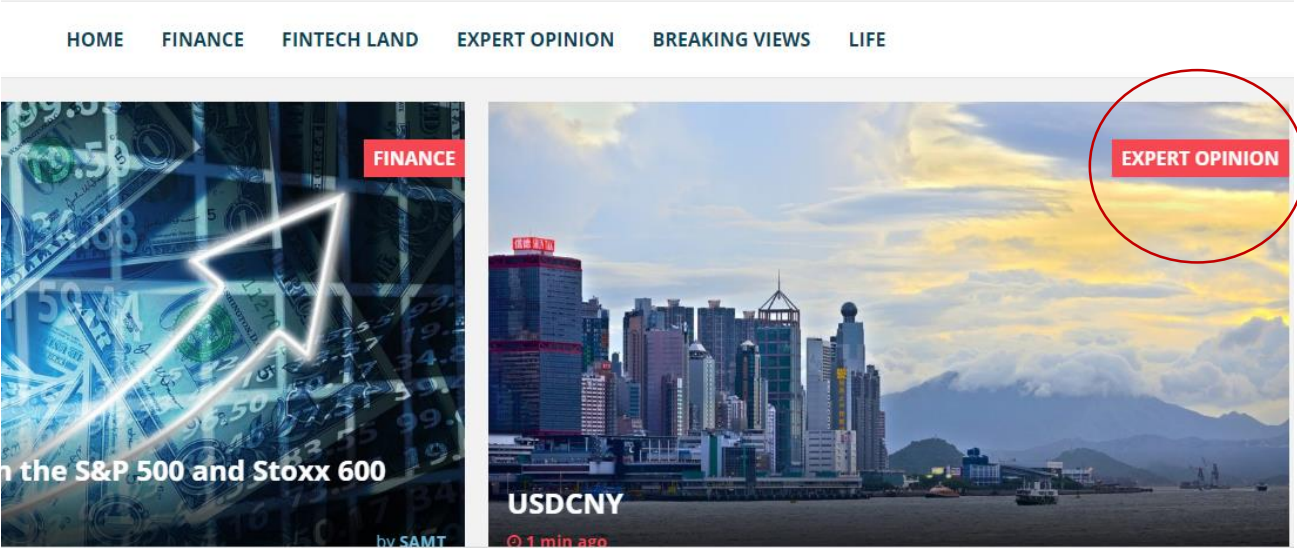
2018: THE NEW RELEASE

2018: NEW GOAL – NEW TARGET

MarketPlus.ch aims to be a useful tool for our FinLantern financial Community:

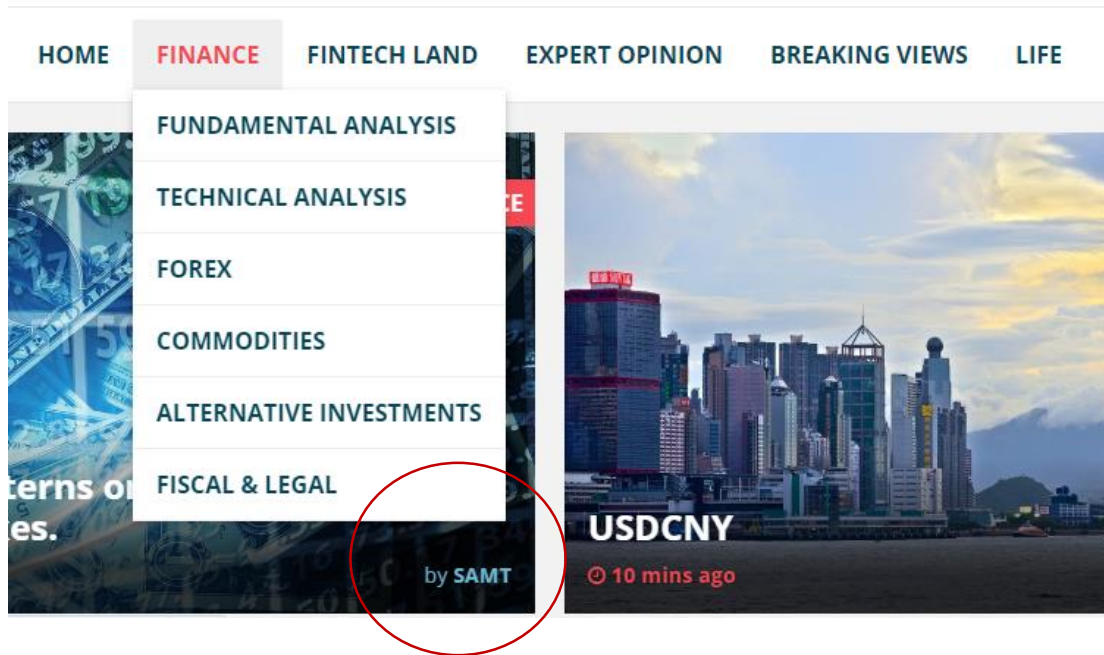
- ❖ It provides to all our contacts a daily selection of the most relevant news in the financial sector, with a great attention both to the hottest topics of the moment and to the Swiss reality
- ❖ It provides to all our partners the opportunity to gain visibility, awareness and reputation among our financial Community thanks to a unique «showcase»
- ❖ It represents for FinLantern (and its Partners) the opportunity to reach the retail market (B2C)

2018: RESTYLING



- ❖ New graphics: more impressive photos
- ❖ Identification label for every news

2018: RESTYLING




- ❖ Easier browse
- ❖ More effective categorization of the news
- ❖ Source of the news

2018: RESTYLING

HOME FINANCE **FINTECH LAND** EXPERT OPINION BREAKING VIEWS LIFE EVENTS

Fintech Land




FINTECH LAND

ICE Chief says Bitcoin trading can't be ignored

© 2 days ago

Earlier this week, the New York Stock Exchange's parent company, Intercontinental Exchange Inc., agreed to acquire the 136-year-old Chicago Stock



FINTECH LAND

George Soros changes opinion over Bitcoin and its future

© 3 days ago

Opinions on cryptocurrencies are very far apart as of right now. It seems there are fewer people who consider this industry to be a bubble.

Events

< MAR APRIL >

Sun	Mon	Tue	Wed
1	2	3	4
8	9	10	11
15	16	17	18
22	23	24	25
29	30		

Contributo

❖ Great attention to the main topics

2018: OUR CONTRIBUTORS

HOME FINANCE FINTECH LAND EXPERT OPINION BREAKING VIEWS LIFE EVENTS

FINANCE

VIX and S&P 500: what's next?

2 weeks ago, by SAMT

atural situation, with the S&P 500 Index going up whatever happened, at the end of January rived and the excesses were finally eradicated. But while professional traders had some relief f this event, they were also concerned about the way the fall occurred: unexpectedly too fast : -12% in a couple of weeks, and with an unthinkable increase in volatility.

CONTINUE READING



FINANCE

ting: Blockchain could t artists from fakes

1 day ago



FINTECH LAND

George Soros changes opinion over Bitcoin and its future

3 days ago

Contributors



6 days ago

Short Term patterns on the S&P 500 and Stoxx 600 indexes.



2 months ago

Private: OpenFunds obtains license from FINMA as Legal Representative for retail / non-qualified investors funds in Switzerland!



2 months ago

Rebuilding macroeconomics: an intellectual revolution in the making



2 months ago

What growth tendency is likely to be seen in China's producer prices and inflation in the beginning of 2018?



2 months ago

Transfer Pricing and CbCR online tool from Mazars: Rapid, online identification and comparison of regulations in almost 50 countries




4 months ago




Private: In the mood for investing?

- ❖ In Home Page: logo and last published article/update linked to the Contributor's branded page

2018: CONTRIBUTOR'S PAGE



**The Swiss Association
of Market Technicians**


f in   


ADDRESS
c/o EH Treuhand
Eggelerstrasse 9


CITY
Wila

COUNTRY
Switzerland

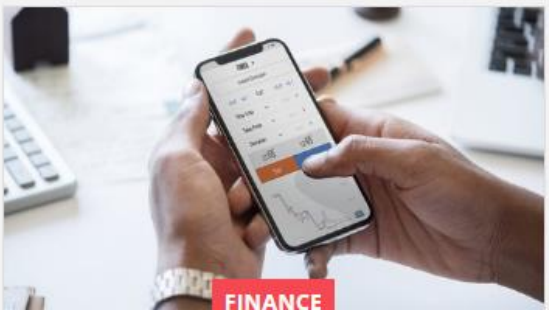
PHONE
+41 (0)76 588 76 79

 **Articles**

 **Profile**



FINANCE




FINANCE

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Sun	Mo
1	
8	
15	
22	
29	

Cont



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❖ New and richer branded Partner's Page

2018: CONTRIBUTOR'S PAGE

OpenFunds

investment services

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Articles

Profile

Factsheets

REPORT: OpenFunds, press release Oct 2017

© 6 months ago, by OpenFunds

Technology meets Finance. Introducing the new OpenFunds App

© 7 months ago, by OpenFunds

Events

< MAR

Sun	Mon	Tu
1	2	
8	9	
15	16	
22	23	
29	30	


ContriK

The Swiss Association of Market Technicians

AberdeenStandard
Investments

- ❖ New and richer branded Partner's Page:
 - ✓ with a section for all articles provide by our Contributor

2018: CONTRIBUTOR'S PAGE





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Articles



Profile



Factsheets

OpenFunds

OpenFunds Investment Services AG is an independent company established under Swiss law, licensed and supervised by the Swiss Financial Market Supervisory Authority ('FINMA') as legal representative and as distributor of foreign collective investment schemes for qualified investors.

We operate within the framework of the Swiss Collective Investment Schemes Act (CISA) and offer two types of services for funds catering to qualified investors.


Swiss legal representative services.

Event

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Sun	Mon
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22	23
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Conti



The Swiss A
of Market T



- ❖ New and richer branded Partner's Page:
 - ✓ with the company profile and all contact info, displayed in a very simple way

2018: CONTRIBUTOR'S PAGE






HOME FINANCE FINTECH LAND EXPERT OPINION BREAKING VIEWS LIFESTYLE

OpenFunds

investment services

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Articles Profile **Factsheets**

Fund	ISIN	Currency	YTD	
Prestige Alternative Finance (PALTF I-Shares)	KYG722711770	GBP	+0,92	
Tundra Sustainable Frontier Fund F	SE0006789897	EUR	+7,9	
Tundra Pakistan Fund F	SE0006789905	EUR	+5,9	
Mekong Fund A	LU1131273259	USD	-6,6	
JC Special Opportunity Fund	LU1163677005	EUR	+1,20	

Events: < MAR | Calendar view showing dates 1-30 with a red bar on 17 and 24.

Contribu: The Swiss Association of Market Technicians (SAMT) logo and AberdeenStandard logo.

- ❖ New and richer branded Partner's Page:
 - ✓ with a specific section dedicated to the factsheets: in this section the highlights of each fund and the possibility to download each sheet (after approval of a disclaimer)

MARKETING ACTIVITIES

We decided to concentrate all our marketing activities towards a higher qualified audience, fully exploiting the potential of FinLantern database and FinLantern's partners

- ❖ MarketPlus.ch weekly newsletter to 12.000+ contacts
- ❖ MarketPlus.ch monthly newsletter to 50.000+ contacts (partner's list)
- ❖ DEM to FinLantern Community members
- ❖ LinkedIn: weekly publication of selected articles, posted on our managed groups (140.000+ members)

BRANDED CONTRIBUTOR'S PAGE

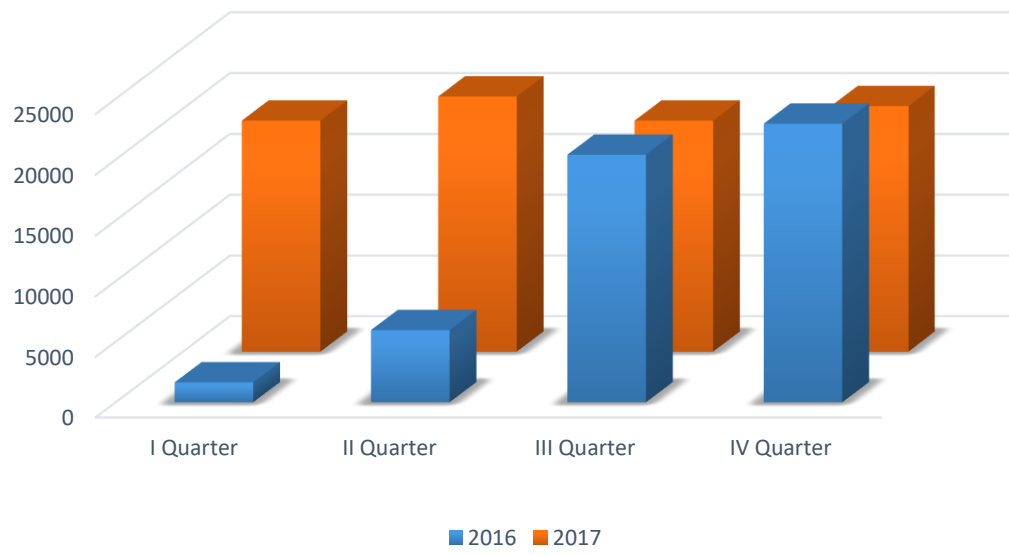
- ❖ Logo in Home Page
- ❖ Creation of Contributor's Branded page
- ❖ Publication up to 4 articles/month
 - ✓ *In HP*
 - ✓ *In the branded page*
 - ✓ *In the related section*
- ❖ 1 interview/month managed by MarketPlus.ch journalist
- ❖ Publication (and updates) of factsheets
- ❖ Publication of managers' bio

➤ 12 MONTHS : CHF 5.000

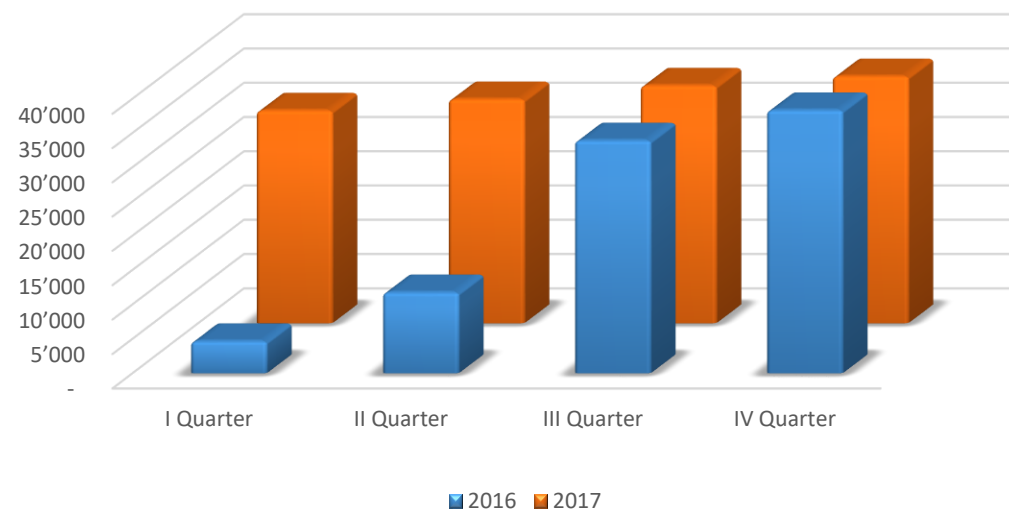
➤ 6 MONTHS : CHF 3.000

➤ 3 MONTHS : CHF 2.000

2016 -2017 STATISTICS



Unique Visitors



Impressions

MARKET PLUS

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