

Press Release

Zurich, 24th March 2022

BX Swiss launches “Visibility Package” for listed SMEs

BX Swiss announces today that it will actively support listed SMEs in achieving greater visibility in the market. In doing so, BX Swiss aims to support the growth of listed SMEs in the "SME Main Market" segment and strengthen its own position as a Swiss SME exchange by creating unique advantages.

Most of the listed SMEs received only little media attention in Switzerland. However, visibility in the market plays a crucial role both during the IPO process and during the listing period and is essential for attracting additional shareholders and increasing liquidity in the secondary market.

Therefore, BX Swiss is now offering two customized visibility packages for its listed SMEs: one focusing on retail investors and the other focusing on professional investors, whereas the second package was developed in collaboration with Edison Group, an international research firm.

«As a stock exchange we consider it as our obligation to support our listed SMEs in achieving more visibility in the market», emphasizes Matthias Müller, Head of Markets & Services at BX Swiss AG. «Listed companies, that address and attract additional shareholders, automatically increase their liquidity in the secondary market and thus generally become more interesting for all market participants.»

«As an investment research and advisory company, we offer companies access to a global network of professional investors», adds Klaus Schinkel, Managing Director at Edison Group, further. «Investor visibility is exactly what most listed SMEs lack. We can close this gap in a very cost-effective way.»

More information about BX Swiss: www.bxswiss.com

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About BX Swiss

BX Swiss AG, located in Zurich, has been operating a stock exchange geared to the needs of active investors and SMEs since 1884. It is subject to the Financial Market Infrastructure Act and is supervised by the Swiss Financial Market Supervisory Authority FINMA.

BX Swiss offers Swiss investors valuable solutions and a trustworthy and secure access to a broadly diversified portfolio of financial products. The comprehensive offering includes, among other things, over 16,000 structured products (deriBX), 2,600 equities from over 36 markets in Swiss Francs, 2,900 Wikifolio certificates, 600 ETFs, 50 ETPs on various cryptocurrencies and around 500 bonds, which can be traded from 9.00 to 17:30 CET.

With the SME Main Market, BX Swiss offers Swiss SMEs an ideal trading platform through which they can gain access to new investors and a diversified shareholder base and thus grow and shape a successful future for themselves.

About Edison Group

Edison is an investment research and advisory company, with offices in North America, Europe, the Middle East and Asia-Pacific. The heart of Edison is its world-renowned equity research platform and deep multi-sector expertise. At Edison Investment Research, the research is widely read by international investors, advisors and stakeholders. Edison Advisors leverages its core research platform to provide differentiated services including investor relations and strategic consulting.

