

STOXX LIMITED

INNOVATIVE GLOBAL INDEX SOLUTIONS.



STOXX

Marketed brands:

DAX

SMI INDICES®



A STRONG, MARKET- MOVING BRAND FOR THE GLOBAL INDEX COMMUNITY.

STOXX is expanding the world of indexing, by bringing our European success to the international stage.

STOXX has been providing investable and innovative index solutions since 1998, and has grown from a leading European index specialist to a global index provider. Our global indices surpass any standard within the industry. We have expanded our index range by adding a consistent global index family as well as advanced indices for regions such as the Americas, Asia, and emerging markets. The product portfolio includes a wide variety of useful tools, ranging from broad indices to blue-chip and strategy indices.

STOXX has also revamped its visual identity. The new look is clear, well structured, and extremely versatile – just like the STOXX index range has always been. Our corporate tagline “Innovative. Global. Indices.” emphasizes the STOXX philosophy of designing groundbreaking indices to meet investors’ every need – regardless of whether these clients are on the buy- or sell-side. The new look also accentuates STOXX’s role as the marketing agent for STOXX®, DAX®, and SMI® indices.

Now more than ever, STOXX is a truly global index brand – not only with its new look, but also with an enhanced index offering that extends to all of the world’s financial markets. STOXX is committed to being a strong, market-moving brand for the global index community.

»» ON THE CUTTING EDGE.
STOXX IS AT HOME
IN THE WORLD’S LEADING
FINANCIAL CENTERS.

FROM STANDARD TO CUSTOMIZED INDICES. STOXX AT A GLANCE.

OUR SERVICE OFFERING

STOXX's services are divided into four categories to offer customers optimal flexibility in fulfilling their individual indexing needs.

STOXX INDEX UNIVERSE

STOXX	STOXX+	iSTOXX	STOXX Customized
Standard Line	Premium Line	Flexible Line	
<ul style="list-style-type: none"> » Globally consistent family covering all markets and all common index types (TMI, sectors, size, style, blue-chip) » Transparent, hierarchical breakdown of the respective TMI equity universe into sizes, sectors, themes etc. » Rules-based and consistent methodology within index families (free-float market cap for all indices, uniform corporate action application scheme, etc.) » Available for all markets 	<ul style="list-style-type: none"> » Innovative indices covering only premium strategies and themes » Globally consistent rule book that can be adjusted according to client's specific strategies or index requirements » Unrestricted coverage for all countries and markets 	<ul style="list-style-type: none"> » Innovative indices that take into account individual customer and market requirements » Rules-based (rule book can be modified to meet specific client demands) » Multiple indices per country / region / theme available to fulfill a wide range of needs » Ability to fulfill alternative needs upon request 	<ul style="list-style-type: none"> » Customized indices specifically developed according to client requirements » Available exclusively for the respective client
STOXX BRANDED			NOT STOXX BRANDED



OUR INDEX OFFERINGS AND SERVICES.

In addition to an extensive set of standard indices, available worldwide, we provide superior indices based on highly innovative concepts in a uniform way for all markets under the STOXX+ brand. More flexible solutions that incorporate customer-specific demands while still being entirely rules-based, are offered under the iSTOXX brand. STOXX Customized solutions, available not only for the global stock markets but also for other asset classes, offer a truly individual approach to indexing. We support you in developing tailor-made index solutions to match your individual demands.

No matter what your indexing needs, we can help you fulfill them.

» THE STOXX UNIVERSE
IS AS DIVERSE AS THE
WORLD'S MARKETS.





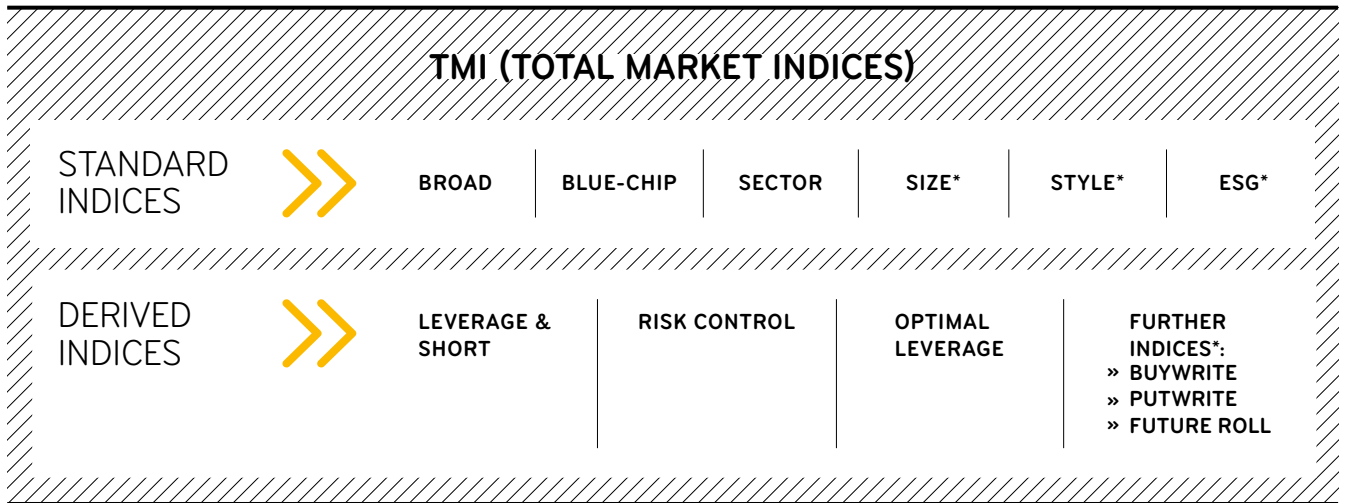
ACCESS TO ALL AREAS: OUR INDEX PORTFOLIO.

Operating as a globally integrated index provider, STOXX offers fully rules-based, hierarchical, and transparent indices that give our customers access to a comprehensive offering across global markets.

GLOBAL INDEX UNIVERSE.

The STOXX equity universe comprises about 55,000 stocks from all over the world, covering the majority of each market and representing 95% of the free-float market capitalization of the respective country or region. STOXX offers an innovative family of global indices. All of our indices can be broken down from large to small. For example, an index that contains many stocks may form the basis for a blue-chip index that includes only the largest stocks from the larger pool. This ensures a clear hierarchy within our portfolio of indices.

COMPREHENSIVE SET OF INDICES



*selected regions only



AVAILABLE WORLDWIDE

REGIONS	Eastern Europe	China	Hungary	New Zealand	Spain
Global	Western Europe	Colombia	Iceland	Norway	Sweden
Americas	COUNTRIES	Croatia	India	Peru	Switzerland
All Europe		Argentina	Cyprus	Poland	Taiwan
Asia	Australia	Czech Republic	Ireland	Portugal	The Netherlands
Pacific	Austria	Denmark	Italy	Romania	Turkey
SUB-REGIONS	Belgium	Estonia	Japan	Russia	Ukraine
	Brazil	Finland	Latvia	Serbia	UK
BRIC	Bulgaria	France	Lithuania	Singapore	USA
Latin America	Canada	Germany	Luxembourg	Slovakia	
North America	Chile	Greece	Macedonia	Slovenia	
Eurozone		Hong Kong	Malta	South Korea	
			Mexico		

THE RIGHT DECISION: IT IS EASY TO CHOOSE STOXX.

We at STOXX are dedicated to serving your business. We understand your need for reliable and high-quality data, excellent index calculation and maintenance, and innovative solutions that are designed and developed to fulfill your specific requirements. We provide all of this and more.

GOOD REASONS: THE ADVANTAGES OF STOXX

- » Fully transparent and completely rules-based indices – our indices are trustworthy, designed in the best interest of all investors
- » Long track record in indexing – our indices are proven to be highly liquid and investable, and are among the most widely followed indices globally
- » Global offering – we employ a globally consistent methodology with a logical breakdown and comprehensive coverage (i.e. 95% coverage)
- » Diversified offerings – our portfolio includes blue-chip, benchmark, sector, size, and strategy indices, among many others
- » Continuous innovation – we build highly innovative strategy indices for all purposes and regions
- » Advanced technical infrastructure and high operational standards – we are prepared to be your partner of choice for any indexing concept

CONCEPT AND COMMITMENT: HOW YOU CAN BENEFIT

ASSET ALLOCATION

The STOXX® indices are an ideal tool for asset allocation as they provide comprehensive coverage of equity markets around the world. And STOXX® indices are broken down into different index types such as benchmark, sector, style, and size indices. Thus, investors can choose from a broad and multi-tiered offering of indices.

PERFORMANCE ASSESSMENT

All STOXX® indices are based on transparent and consistent index methodologies and include liquid stocks. Because our broad selection of indices can be broken down with respect to type and region, it enables investors to choose the right tools for assessing the performance of their investment portfolios. The types of indices range from sophisticated, leveraged investment strategies to risk-averse concepts, i.e. STOXX® Risk Control index series, which is available for various global markets.



**>> WITH STOXX YOU
ARE ALWAYS WHERE
THE ACTION IS**

ISSUANCE OF FINANCIAL PRODUCTS

STOXX® indices are diversified, efficient investment tools especially designed to serve as underlyings for a wide range of financial products, such as exchange-traded funds (ETFs), futures and options, and structured products. Investors can choose from a broad variety of indices for many global markets and countries.

RESEARCH

STOXX® indices offer global coverage of equity markets that include a logical breakdown into sub-indices that represent sizes, sectors, styles, and themes. This makes them well-suited for sophisticated global equity research of risk and performance factors such as dividends, value, and growth.

CUSTOMIZATION

STOXX® indices can be used as the basis of customized indices that can be tailored to specific client or mandate needs. The possibilities for custom solutions are virtually unlimited. For example, we can create unique component selections, weighting schemes, and personalized calculation methodologies.

PARTNERSHIP. ALL FOR ONE AND ONE FOR ALL.

Since it was founded in 1998, STOXX has enjoyed a very close partnership with its shareholders Deutsche Börse and SIX Group. And the relationship is now stronger than ever. The consolidated STOXX team is now responsible for the marketing, maintenance, and distribution of not only its own indices, but also the indices of Deutsche Börse and SIX Group. The DAX® and SMI® are among the best-known domestic equity indices worldwide.

The expertise gained from running the most recognized and liquid indices in Europe has been brought together under the STOXX umbrella.

STOXX also provides unparalleled access to alternative asset classes such as fixed income and commodities. The facts speak for themselves:

- » In 2010 nearly 185,000 structured products were issued on STOXX®, DAX®, and SIX® indices
- » The EURO STOXX 50® index is the third-largest and DAX® the sixth-largest underlying for ETFs and options worldwide
- » STOXX® Customized solutions are now offered based on a truly global range – including the service business for ETF providers, where STOXX is a market leader in Europe
- » STOXX and its shareholders have pioneered investable and liquid equity indices for global opportunities as well as pan-European and local investment possibilities
- » Together with its shareholders, STOXX possesses broad experience with indices in other asset classes, especially in the area of fixed income
- » With its global sales force, STOXX is represented all over the world
- » All the indices are distributed globally to approximately 400 vendors

STOXX MARKETED BRANDS: DAX INDICES AND SMI INDICES.

STOXX Ltd. is the marketing agent for all indices of Deutsche Börse AG and SIX Group AG, among them the DAX[®] and SMI[®] indices. DAX[®] is the leading blue-chip index for Germany, comprising the 30 largest and most liquid German equities. The SMI[®] is its Swiss counterpart. The index comprises the 20 largest stocks from the Swiss Performance Index[®] (SPI).

DAX INDEX UNIVERSE – INDICES OF DEUTSCHE BÖRSE AG

German Indices

BLUE-CHIP INDICES

- » DAX[®]
- » MDAX[®]
- » SDAX[®]
- » TecDAX[®]

SELECTION INDICES

- » RX REIT[®]/ Real Estate
- » ÖkoDAX[®]
- » GEX[®]
- » Entry Standard Index

ALL SHARE INDICES

- » Technology All Share[®]
- » Classic All Share[®]
- » Prime All Share

SECTOR INDICES

- » DAXsupersector
- » DAXsector (18)
- » DAXsubsector (64)

Strategy Indices

INVESTMENT STRATEGIES

- » DivDAX[®]
- » DAXplus[®] Seasonal Strategy
- » DAXplus[®] Max. Dividend
- » DAXplus[®] Risk Trigger
- » DAX[®] Dividend Points Indices

MARKOWITZ INDICES

- For GER, CH, F, US, JAP
- » DAXplus[®] Minimum Variance Indices
- » DAXplus[®] Maximum Sharpe Ratio Indices

DERIVATIVE STRATEGIES

- » ShortDAX[®] (1x, 2x, 4x)
- » Short TecDAX
- » LevDAX[®] (2x, 4x)
- » DAXplus[®] Covered Call
- » DAXPlus[®] Protective Put

Global Indices

SINGLE COUNTRIES

- » DBIX India Index[®]
- » DAXglobal[®] Russia (2x)
- » DAXglobal[®]
- » DAXglobal[®] China/ Sector
- » DAXglobal[®] Austria

REGIONS

- » DAXglobal[®] Asia/ Sectors
- » DAXglobal[®] Africa
- » DAXglobal[®] Lat. Am.
- » DAXglobal[®] GCC
- » Daxglobal[®] BRIC
- » DAXglobal[®] Emerging-11
- » DAXglobal[®] Short Indices

GLOBAL INDUSTRIES

- » DAXglobal[®] Alt. Energy
- » DAXglobal[®] Nucl. Power
- » DAXglobal[®] Agribusiness
- » DAXglobal[®] Water
- » DAXglobal[®] Sarasin Sustainability (D, CH)

Alternatives Indices

COMMODITY INDICES

- » CX[®] Commodity
- » CX[®] Energy
- » CX[®] Industrial Metals
- » CX[®] Agriculturals
- » CX[®] Livestock

VOLATILITY INDICES

- » VDAX-NEW[®]
- » VDAX[®]

LONGEVITY INDICES

- » Xpect Age Index
- » Xpect Life Index

Fixed Income Indices

TRADABLE INDICES

- » eb.rexx[®] Government indices
- » eb.rexx[®] Jumbo Pfandbriefe[®] indices
- » eb.rexx[®] Money Market
- » Deutsche Börse EUROGOV[®] Indices

CORPORATE BONDS

- » RDAX[®]

SYNTHETIC INDICES

- » REX[®]

SMI INDEX UNIVERSE – INDICES OF SIX SWISS EXCHANGE AG

Swiss Indices

BLUE-CHIP INDICES

- » SMI[®]
- » SLI[®]

SWISS MARKET INDICES

- » SMI[®]
- » SMIM[®]
- » SMI Expanded[®]

SWISS PERFORMANCE INDEX FAMILY

- » SPI[®]
- » SPI Extra[®]
- » SPI Ex SLI[®]

SIZE INDICES

- » SPI[®] Large
- » SPI[®] Middle
- » SPI[®] Small

SECTOR INDICES

- » SPI[®] Industry (10)
- » SPI[®] Supersector (18)
- » SPI[®] Sector (29)
- » SPI[®] Subsector (58)

INVESTMENT COMPANIES

- » Investment Index

ALL SHARE INDICES

- » Swiss All Share

Strategy Indices

DERIVATIVE STRATEGIES

- » SMI[®] Daily Leveraged
- » SMI[®] Daily Short
- » SMI[®] Daily Short Lev.
- » SLI Daily Leveraged
- » SLI Daily Short
- » SLI Daily Short Lev.
- » SBI[®] Dom Gov Mid 3-7 Daily Short
- » SBI[®] Dom Gov Mid 3-7 Daily Short Leveraged
- » SBI[®] Dom Gov Mid 7+ Daily Short
- » SBI[®] Dom Gov Mid 7+ Daily Short Leveraged

DIVIDEND POINT

- » SMI[®] Dividend Points
- » SMIM[®] Dividend Points
- » SLI[®] Dividend Points

Specialty Indices

SECTOR REAL ESTATE

- » SXI Real Estate[®]
- » SXI Real Estate[®] Funds
- » SXI Real Estate[®] Share
- » SXI Swiss Real Estate[®]
- » SXI Swiss Real Estate[®] Funds
- » SXI Swiss Real Estate[®] Share

SECTOR LIFE SCIENCE

- » SXI Life Science[®]
- » SXI Bio+Medtech[®]

Alternatives Indices

VOLATILITY INDICES

- » VSMI[®]

Fixed Income Indices

SBI FAMILY

- » SBI[®] Total
- » SBI[®] Domestic
- » SBI[®] Dom Gov
- » SBI[®] Dom Non-Gov
- » Swiss Pfandbrief
- » SBI[®] Foreign
- » SBI[®] Foreign Government
- » SBI[®] Foreign Corporate
- » SBI[®] Foreign Supranat.

SBI SPECIAL PRODUCTS

- » SBI[®] Dom Gov Mid 1-3
- » SBI[®] Dom Gov Mid 3-7
- » SBI[®] Dom Gov Mid 7+

MONEY MARKET – SWISS REFERENCE RATES

- » SARON[®]
- » SCRON[®]
- » SAION[®] (Average)
- » SCION[®] (Current)



WORKING
TOGETHER
FOR
MUTUAL
ADVANTAGE.

ALWAYS AT YOUR SERVICE: OUR SALES TEAM.

SELL-SIDE

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