

STOXX CUSTOMIZED

INDICES  
AS UNIQUE AS  
YOUR NEEDS.



**STOXX**  
CUSTOMIZED®

INNOVATIVE. GLOBAL. INDICES.

STOXX CUSTOMIZED

# STOXX. THE ARCHITECTS OF YOUR SUCCESS.



# THE COMPANY.

STOXX Ltd. is an established, independent and leading index specialist with origins in Europe. The first STOXX® indices were launched in 1998. Since then, STOXX has been at the forefront of market developments, expanding its portfolio of indices. The EURO STOXX 50®, for example, is used by investors worldwide to structure and benchmark their equity portfolios.

We are committed to delivering indices that are reliable and trusted. Clients at more than 500 companies in 36 countries use STOXX products daily. Our indices are used not only as underlyings for financial products, such as exchange-traded funds (ETFs), futures, options and structured products, but also for measuring performance and risk.

STOXX is also the marketing agent for the indices of Deutsche Börse (DAX® indices) and SIX Swiss Exchange (SMI® indices), the well-known blue-chip equity indices for Germany and Switzerland.

# BUILDING SUCCESS.

Special requirements call for special solutions. That is why many of our clients in the international banking and finance sectors rely not only on the STOXX index family but also solicit the advice of our index specialists for customized solutions.

STOXX customized indices offer a framework for shaping your index ideas to meet your specific requirements. We help you get the maximum benefit from our long-standing index know-how, globally recognized quality standards, consulting competence and financial markets expertise.

We promise index values that will satisfy your requirements right down to the last detail. We look forward to hearing your ideas.

»» LONG-TERM SUCCESS IS BASED ON  
DILIGENT PLANNING. WE PROVIDE  
INDIVIDUAL, RELIABLE, FORWARD-  
THINKING SOLUTIONS.

# STOXX CUSTOMIZED: INDIVIDUAL INDEX SOLUTIONS.

## PRO STOXX

### KEY BENEFITS

- » Broad index universe: The STOXX equity universe comprises about 55,000 stocks, ensuring access to all major financial markets and equities around the globe
- » Coverage of all asset classes: STOXX Ltd. provides calculation services for all asset classes, such as equities, fixed income, commodities and other exotic asset classes
- » Advanced technical infrastructure: State-of-the-art technical set-up ensures reliable calculation and speed to market
- » Different calculation frequencies: They can range from "every second" to "end-of-day," depending on your needs
- » Cost control: By outsourcing your index calculation, you can focus on your core business
- » Professional service: Indices are updated for corporate actions. STOXX also provides daily maintenance
- » Independence: Strict separation of STOXX index calculations and client product issuance to avoid conflict of interest
- » Wide distribution: Global distribution of index values to more than 400 data vendors

### KEY APPLICATIONS

#### Financial products

- » Underlyings for passively managed investment products (structured products, investment funds, warrants)
- » Benchmarks for actively managed investment products

### Analysis/benchmarking

- » Performance analysis/attribution: Precise breakdown and monitoring of portfolios (e.g. on the basis of detailed segmentation by region, country, sector, currency)
- » Risk control: Measure, optimize and contain risk budgets of portfolios
- » Competitor benchmarking (peer groups): Competitors are included in a single index for comparison and ranking

### Market presence

- » High-impact positioning in relevant public spheres and improved visibility for specific sectors/themes
- » Detailed basis for research or background information

## POTENTIAL USERS

### FINANCIAL PRODUCTS

- » Investment banks
- » Passive fund managers

### ANALYSIS

- » Asset management firms
- » Insurance companies
- » Pensions funds for insurance companies
- » Consultants/advisors

### MARKET PRESENCE/PROMOTION

- » Stock exchanges
- » International news media
- » Companies
- » Foundations
- » Associations

Of course, this is not the full extent of our offerings. As the indices are truly tailor-made, they can benefit any individual or organization.

We cultivate open dialog with our customers and provide tailor-made solutions for individual needs.



» SUCCESSFUL COLLABORATION  
IS BUILT UPON EXPERIENCE,  
EXPERTISE AND  
HONEST COMMUNICATION.

# FOUR STEPS TO QUICK SUCCESS.

## FROM REQUEST TO LAUNCH

The path from the initial concept to the implementation of your customized index can be surprisingly short and easy. We are the perfect partner to develop, calculate and maintain your customized indices.

Every single customized product incorporates STOXX's comprehensive know-how and care. Whether we calculate and maintain an official STOXX index or a customized index, our customers get the same service.

The only difference is in the name. While the official STOXX index family is branded with the STOXX trademark, each customized index is calculated and maintained separately from the official STOXX index family.

Therefore, STOXX customized indices are labeled with the logos shown on the following page. The logos support our clients by showing that their index is provided by one of the premier global index providers.

1. REQUEST
  2. DEFINITION
  3. DEVELOPMENT
  4. LAUNCH
- ONGOING SERVICES  
DATA DELIVERY

## CUSTOMIZED PRODUCTS

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Calculated by

**STOXX**  
**CUSTOMIZED®**

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Maintained by

**STOXX**  
**CUSTOMIZED®**

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Calculated & Maintained by

**STOXX**  
**CUSTOMIZED®**

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## 1. REQUEST

Implementing a specific index concept requires speed, quality and competent advice. The STOXX Customized business process runs from the initial idea to the finished product, and includes advice on designing the index, calculation of index history and dissemination of index data, as well as ongoing services such as daily maintenance and regular reviews of your index and its components. Depending on the complexity of the project, a customized index can be implemented in a short time. You start the process by informing us of your requirements.

## 2. DEFINITION

In the next step, we define the specifications for the index in collaboration with you. There are two possible scenarios:

### SCENARIO I

You outline your index concept. STOXX provides advice and develops an index in a step-by-step process on the basis of your outline. Definition criteria such as mechanical stock picking, weighting schemes, review dates, calculation frequency and currency are established and defined together with you.

### SCENARIO II

You already have a detailed concept for your customized index. In this case, you specify the rule book, pick the stocks to be included in the index and the regular index reviews. STOXX sets up your index in our professional calculation systems.



## 3. DEVELOPMENT

### **DEVELOPMENT OF THE INDEX HISTORY**

We research past corporate activities and analyze them to obtain the most accurate assessment possible of a customized index's historical performance. Weighting factors and/or capping factors are calculated on the basis of historical data.

This involves either running historical calculations on the current index composition or a step-by-step application of index rules to historical data. The history maps historical price trends as accurately as possible. In other words, the index composition is checked on a regular basis against available historical data, whereby the composition of the index can change depending on the corresponding historical data. The index rules can also be reviewed and optimized if required.

### **Maintenance**

Customized indices are subject to ongoing professional reviews. Our index specialists perform continual monitoring, regular checks and research. They manage each STOXX Customized index in accordance with the relevant index features.

## 4. LAUNCH

We notify data vendors of the new index and disseminate index history to them. We also perform checks to ensure the index history is properly integrated into vendor systems.

### **ONGOING SERVICES**

#### **Daily maintenance**

- » Daily research of all corporate actions concerning index components (such as dividend payments, stock splits, subscription rights, mergers and acquisitions, spin-offs)

#### **Review procedure**

- » Regular reviews of the index components and index systematics
- » Definition of additions to and removals from the index basket
- » Updates and adjustments to the underlying strategy

#### **DATA DELIVERY**

A daily file transfer provides you with all important data such as index composition, closing prices and weightings. The index values are disseminated by vendors at the agreed frequency (realtime or end-of-day).

# STOXX CUSTOMIZED COVERAGE.

## CUSTOMIZED UNIVERSE

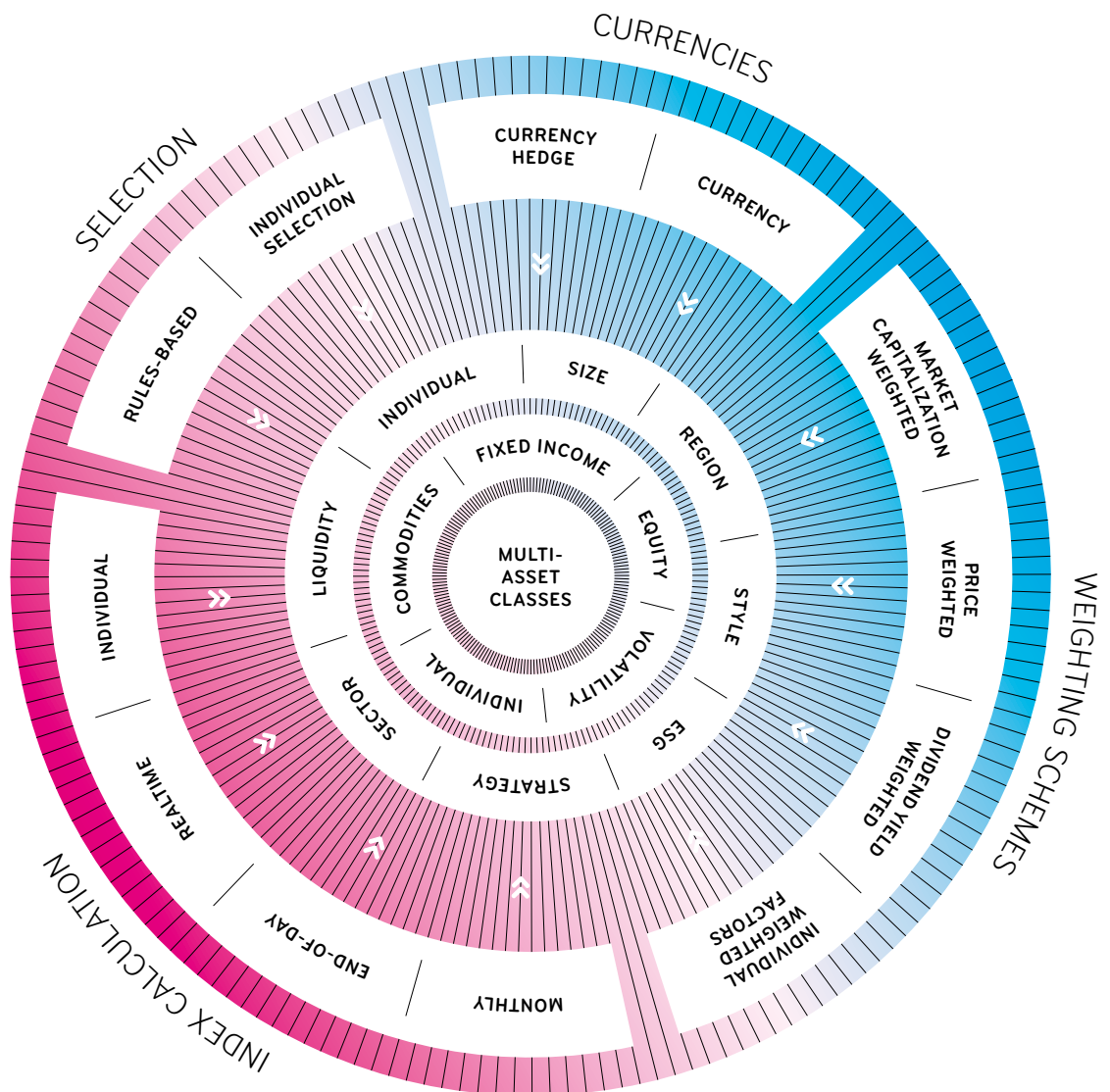
The STOXX Customized indices universe is not limited to the STOXX equity index universe of 55,000 stocks from all over the world, which represents 95% of the free-float market capitalization of the respective country or region.

To meet your personal demands, you may choose individual stocks to be included in your tailor-made index or even define a parameter other than market cap weight.

This choice gives you countless opportunities to specify fundamental and individual characteristics. You can compose your own index by breaking the stock universe down into various segments.

STOXX Customized solutions are not only available for equity markets but also for other asset classes. No matter what your indexing needs, we can help you meet them. As the graphic on the right shows, you can specify all the parameters to suit your individual requirements.

Your customized index can be designed to suit your needs. We will work with you to define all desired criteria.



## SGAM GROUP

### **SGAM EURO BLUE-CHIP PROTECTED INDEX**

### **SGAM EURO BLUE-CHIP LEVERAGED INDEX**

These two indices were developed and calculated for the SGAM Group. They combine the EURO STOXX 50® index with an interest rate, which means they comprise a risk component and a conservative component. The SGAM Euro Blue-Chip Protected Index guarantees an annual adjusted performance level of 80%. The SGAM Euro Blue-Chip Leveraged Index offers a monthly adjusted performance level of 50% and 200% leveraging of the movements of the EURO STOXX 50® index. The resulting indices provide an interesting risk profile that is clearly differentiated from pure equity indices. The indices are calculated in realtime and the performance level is adjusted on an index-by-index basis, either monthly, quarterly or annually.

## ROYAL BANK OF SCOTLAND

### **PHOTOVOLTAIC GLOBAL 30 INDEX**

This index was set up to track the world's 30 largest and most liquid companies worldwide that generate at least 50% of their overall turnover from:

- » solar power generators
- » solar equipment manufacturing
- » solar technology services
- » solar plant investment
- » solar plant construction

The index includes a fixed number of 30 components and ranks them based on their market capitalization. At the quarterly review, components' weights are capped at 10%. Index calculation and dissemination are performed every 60 seconds during local trading hours (between 9:00 a.m. and 10:15 p.m. CET) as price and total return indices.

## RÜD BLASS

### **RÜD BLASS REAL ESTATE INDEX**

The Rüd Blass Real Estate Index mirrors the price performance of a maximum of ten Swiss real estate investment funds. The index was standardized at an initial baseline level of 100 as of February 1960 and was calculated originally on an annual basis; as of April 1982 it has been computed monthly. SIX Swiss Exchange has been calculating the index on behalf of Rüd Blass five times a day since July 1, 2001.

While the net asset value-weighted index takes into account the size of the real estate investment funds, the equal-weighting index calculates the arithmetic mean value of the various funds included in the index. Adjustments to the index are normally made twice annually, on the first trading day of January and July.

» WE ARE NOT  
SATISFIED UNTIL  
YOU ARE. WITH  
EVERY DETAIL.

SUCCESS STORIES  
WRITTEN BY  
STOXX.



For further information please contact:

**STOXX Ltd.**

Selnaustrasse 30  
CH-8021 Zurich  
P +41 (0)58 399 5300  
customizedindices@stoxx.com

[www.stoxx.com](http://www.stoxx.com)

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