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BNP Paribas becomes the eighth issuer on deritrade, Vontobel's leading platform for structured products

Starting from August 2019, Vontobel's digital market place for structured products, deritrade, will expand its product offering to investors with the introduction of Autocallable Barrier Reverse Convertible payoff structures from BNP Paribas as the eighth issuer on the platform.

"We are very happy to join as an issuer on one of Switzerland's leading structured products platforms for Private Banking clients. It enables us to gain immediate access to over 70 Swiss banks and 550 External Asset Managers with an addressable AuM potential of over CHF 2'000 billion – in a purely digital fashion, since deritrade offers a fully automated service for the end client", says Renaud Meary, Global Head of Private Banking and Distribution at BNP Paribas Global Markets. "It is fully aligned with our global strategy aimed at capturing the flows and at partnering with the most prominent platforms aggregating such flows".

"On behalf of our clients, I am especially pleased to have BNP Paribas as a new issuer on deritrade. Their expertise in the world of structured products, specifically in Autocallable Barrier Reverse Convertible Certificates, reinforces deritrade's positioning as a leading digital structured products platform for institutional clients. BNP Paribas, as an established leader in structured products, offers us a truly global reach and prominence in this area and opens possibilities for future expansion and synergies of the platform", says Roger Studer, Head of Vontobel Investment Banking.

With strong roots anchored in Europe's banking history, BNP Paribas supports its clients and employees in today's changing world and has positioned itself as a leading bank in the Eurozone and a prominent international banking institution. Within Global Markets, BNP Paribas' teams provide customized and innovative investment in equity markets across the globe.

deritrade is one of the leading multi-issuer platforms for tailor-made products in Switzerland. Over the years, deritrade has evolved into an intuitive self-service platform for relationship managers and external asset managers in Switzerland who want to offer their distinct private clientele a sensible choice of tailor-made structured products at transparent and competitive prices with a MiFID II compliant front-to-end-service over the whole product lifecycle. In 2018, over 36'000 individually tailored products with an issuance volume of CHF 6.0 billion (CHF 4.6 billion in 2017) were issued on deritrade.

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Vontobel

At Vontobel, we actively shape the future. We create and pursue opportunities with determination. We master what we do – and we only do what we master. This is how we get our clients ahead. As a globally operating financial expert with Swiss roots, we specialize in wealth management, active asset management and investment solutions. We empower our employees to take ownership of their work and bring opportunities to life. Because we are convinced that successful investing starts with assuming personal responsibility. We relentlessly question the achieved, striving to exceed the goals and expectations of our clients. The registered shares of the Vontobel Holding AG are listed on the SIX Swiss Exchange. The Vontobel families' close ties to the company guarantee our entrepreneurial independence. We consider the resulting freedom an obligation to assume social responsibility as well. As of June 30, 2019, Vontobel held CHF 272.2 billion of total client assets. Around the world and in our home market, we serve our clients from 27 locations.

BNP Paribas (Suisse) SA

With almost 1,400 employees and 4 establishments in Geneva, Zurich, Basel and Lugano, BNP Paribas (Suisse) SA is a leading European bank in Switzerland for businesses, institutions and private clients. Established in Switzerland since 1872, we are here to develop over the long term, with a specific strategy for each business-line: To be the privileged partner of businesses and institutions, to accompany them in their development in Europe and internationally, with our "One Bank for Corporates" initiative. To be a reference in Wealth Management in terms of expertise and of service for our private clients and entrepreneurs. To be a center of excellence for funding of raw materials thanks to our "Specialized Trade Solutions" offer at the service of our historical customers who share our values, and of the bank's corporate clients in Europe. The integrated model of the BNP Paribas Group enables us to offer our clients the financial stability of a first rate bank in Europe with international reach and a full range of products and investments. By developing privileged long-term relationships with our customers, we aspire to contribute to sustainable and responsible growth. Since 2015, BNP Paribas is also an active member at the Swiss Structured Products Association SSPA.

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