

Media release

Swiss Structured Products Association (SSPA):

## **AIS Financial Group and Valeur Group new broker members**

**The Swiss Structured Products Association (SSPA) welcomes AIS Financial Group and Valeur Group, two new broker members, to its ranks. The SSPA now has a total of 43 members from the entire value chain.**

*Zurich, 27th June 2019.* AIS Financial Group (AIS) is an independent investment boutique with offices in Geneva, Madrid, Nassau and Panama. AIS was founded in 2016 and advises family offices, private banks and independent financial institutions on investment solutions with a particular focus on structured products. The mission of the company with 25 employees is to create maximum added value for its clients with tailor-made products and solutions.

Valeur is an independent firm offering custom investment solutions to institutional investors for over a decade, leveraging the extensive knowledge of its principals in financial structuring gained through over 100 years of combined experience in major global financial institutions. The group has a global presence with operations in Lugano, Pfaeffikon and Zurich for Switzerland, London, Singapore and Luxembourg and counts a 30-person team. Valeur has a strong focus on structured products. Its specialized structuring team delivers cutting edge solutions and works closely with a dedicated trading team to ensure a flawless and timely execution of client orders supervised by an experienced management team.

Samir Lakkis, Partner and Founder of AIS, comments: "As an established player of the structured products industry, we want to strengthen our contribution to its development by becoming a member of the SSPA and by influencing relevant issues with the support of the Association".

Alessandro Noceti, responsible for Trading and Sales at Valeur, is also pleased about the opportunity to help shape the industry: "As a global brokerage firm with a strong presence in Switzerland and an extensive experience in structured investment solutions, we are interested in actively contributing to the development of the Swiss market for structured products. By joining the SSPA, we will be able to make a better contribution to industry issues".

**An active industry association with 43 members**

The SSPA represents the interests of the most important market participants, who cover over 95% of the market volume in structured products in Switzerland. SSPA President Georg von Wattenwyl: "We are delighted to welcome AIS and Valeur Group, two more structured products experts, to the association. Our new members will further strengthen the SSPA and will ensure a broader coverage of our interests, also geographically".

**For further information:**

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**About structured products**

Structured products are investment instruments publicly issued by an issuer whose redemption value is derived from the performance of one or more underlying securities. Equities, interest rates, foreign exchange or commodities such as gold or oil may serve as underlying securities.

**About the Association**

The Swiss Structured Products Association (SSPA) is the first port of call for all questions associated with structured products. It represents the collective interests of the key market players who bring together over 95 percent of the market volume for structured products in Switzerland. The headquarters of the association are located in Zurich. Further information is available at [www.svsp-verband.ch](http://www.svsp-verband.ch).