



PRESS RELEASE | EFG FINANCIAL PRODUCTS OPERATES UNDER THE NAME OF „LEONTEQ“ AS OF TODAY

Zurich, 17 June 2013

EFG Financial Products Holding AG (SIX:FPHN), the Zurich-based integrated investment service provider, announces that the company operates under the new name “Leonteq” as of today. The new name has been rolled out in all significant areas. The ticker symbol has been changed to “LEON” at the SIX Swiss Exchange. The website of the company is www.leonteq.com.

The new name conveys the positioning of the company as an independent platform partner for investment product providers in line with its white-labeling core strategy. Its high technological standards and innovative strength are expressed in the “teq” ending. “Leon” derives from the Latin name for edelweiss “Leontopodium”, thus expressing the origins of the company and its emphasis on Swiss values. The logo symbolizes the network characteristic of the platform with its banking and insurance partners. The color orange represents energy, optimism and dynamism. The brand claim “Swiss Investment Engine” establishes the link to the financial sector and describes the role of the platform as a “motor” for the creation of investment products.

The new name has now been rolled out with the entry into the commercial register and the rebranding of all significant areas; remaining rebranding activities will be completed until end of year. From today onward, the publicly traded entity EFG Financial Products Holding AG will operate under the name Leonteq AG. The subsidiaries EFG Financial Products AG, EFG Financial Products (Hong Kong) Ltd., EFG Financial Products (Europe) GmbH and EFG Financial Products (Singapore) Pte. Ltd. will operate under Leonteq Securities AG, Leonteq Securities (Hong Kong) Ltd., Leonteq Securities (Europe) GmbH and Leonteq Securities (Singapore) Pte. Ltd. The renaming of the subsidiary EFG Financial Products (Monaco) S.A.M. will take place in the next weeks. At the same time, the ticker symbol has been changed from “FPHN” to “LEON” at the SIX Swiss Exchange.

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LEONTEQ

Leonteq is an integrated investment service provider with a leading position in Switzerland and an international presence through offices in Zurich, Geneva, Monaco, Guernsey, Frankfurt, Paris, Madrid, London, Singapore and Hong Kong. Leonteq combines a modern and integrated investment service platform designed for flexibility, innovation, customer services and transparency with a highly experienced team of specialists. Leonteq’s registered shares (LEON) are listed on the SIX Swiss Exchange.

www.leonteq.com

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