

## PRESS RELEASE

### NOTENSTEIN PRIVATE BANK NEW MAJOR SHAREHOLDER OF EFG FINANCIAL PRODUCTS – COMPANY TO BE RENAMED “LEONTEQ”

Zurich, April 24, 2013

**EFG Financial Products Holding AG (SIX:FPHN), the Zurich-based integrated structured investment services provider, has taken note that the recently announced acquisition of 20.25 % of its shares by Notenstein Private Bank, previously held by EFG International, has been completed. Shareholders will be asked to approve a renaming of the company to “Leonteq AG” at the annual general meeting on April 25, 2013.**

On March 12, 2013, the contracting parties announced that Notenstein Private Bank will acquire EFG International's 20.25 % stake in EFG Financial Products at a price of CHF 70.2 million or CHF 52 per share. Having received all of the regulatory approvals, the transaction has now been completed. Together with its existing stake of 2.5 %, Notenstein Private Bank holds 22.75 % of shares in EFG Financial Products and is the largest single shareholder of the company. The four founding partners of EFG Financial Products together hold a stake of 25.30 %.

As representatives of EFG International and with the completion of the share purchase agreement, John Williamson, Giorgio Pradelli and Frederick Link have stepped down from their roles as members of the board. As previously announced, the board of directors of EFG Financial Products has nominated Pierin Vincenz, chairman of the board of directors of Notenstein Private Bank and CEO of Raiffeisen Switzerland, and Adrian Künzi, CEO of Notenstein Private Bank, as new members of the board. The election will take place at the annual general meeting on April 25, 2013.

In addition, EFG Financial Products will propose to shareholders a change of its legal name to “Leonteq”, in the form of an amendment to the articles of association.



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 will be rolled out at the latest by mid-2013 with a separate announcement following entry into the commercial register and the rebranding of all significant areas. From that time onward, the publicly traded entity “EFG Financial Products Holding AG” will operate under the name “Leonteq AG” and the subsidiary “EFG Financial Products AG” as “Leonteq Securities AG”. At the same time, the ticker symbol will be changed from “FPHN” to “LEON” at the SIX Swiss Exchange. The completion of the rebranding process in Switzerland and for group activities is planned for the coming fall. For the international locations, rebranding is expected to be completed at the latest by the end of 2013.

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**ABOUT EFG FINANCIAL PRODUCTS**

EFG Financial Products is an integrated structured 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. EFG Financial Products combines a modern and integrated structured investment service platform designed for flexibility, innovation, customer service and transparency with a highly experienced team of specialists. EFG Financial Products' registered shares (FPHN) are listed on the SIX Swiss Exchange.

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