Media release Swiss Structured Products Association (SSPA):

Learn how to trade Structured Products in a playful way with the Traders Cup

Learn, trade, win – with the Traders Cup, the Swiss Structured Products Association (SSPA) is launching an innovative stock market game in Switzerland. The online game combines knowledge transfer with realistic trading and enables the next generation as well as experienced investors to get started with trading in Structured Products in a playful and interactive way.

Zurich – 3 April 2025. With the Traders Cup, SSPA is launching a new stock market game that promotes an understanding of Structured Products in a fun way. The educational online game combines learning by playing with realistic trading and is aimed at both younger and experienced investors who are interested in investing in Structured Products and want to learn how to use them in a practical way. Participation is free of charge.

Trading, learning and winning – the concept of the Traders Cup

With the Traders Cup, the SSPA offers an interactive platform where participants can learn about trading in Structured Products in a virtual environment. The stock market game consists of three different phases, in which knowledge and strategy are the main focus:

1. **Training Camp:** Introduction to trading and platform usage (9th – 25th April 2025)
2. **Investing in investment products:** Focus on popular investment solutions such as BRCs and themed certificates (28th April – 30th May 2025)
3. **Leverage products and trading strategies:** Learn how to trade in warrants, mini futures and knock-out certificates (9th June – 11th July 2025)

Education as a key element

In addition to learning how to trade, the focus is on imparting knowledge. The Traders Cup includes an integrated stock market academy, webinars with renowned experts and interactive online tests. This is how both newcomers and experienced traders are given targeted support. Portfolio performance is not the only criterion – the knowledge acquired also plays a decisive role.

Georg von Wattenwyl, President of the SSPA, explains: "With the Traders Cup, we want to give both young and experienced investors access to Structured Products in an exciting and educational way. Financial education is essential. This innovative format, which is supported by the entire Structured Products industry, makes it accessible and practical."

Innovative marketing strategy and broad reach

The Traders Cup is accompanied by a comprehensive cross-media campaign. In addition to traditional finan-

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cial media, SSPA is cooperating with influencers and finfluencers to reach the younger generation in particular via social media. Media partnerships with platforms such as finanzen.ch and other innovative formats ensure maximum visibility. Over a period of 20 weeks, participants will have the opportunity to prove their knowledge and trading skills in the various phases of the game. In addition to acquiring valuable financial knowledge, there are highly attractive prizes worth CHF 25,000 to be won.

The Traders Cup is sponsored by BNP Paribas, BX Swiss, Julius Bär, Leonteq, Luzerner Kantonalbank, SIX, Société Générale, Swissquote, UBS, Vontobel and Zürcher Kantonalbank. The game was developed by excellents and byteworx, the creators of the successful German stock market game Trading Masters. finanzen.ch is responsible for marketing.

Register now for free! Interested parties can now register at www.traders-cup.ch for the Traders Cup.

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 point of contact 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.sspa.ch.