

# Trade right Trade smart TradeDirect

**Take advantage of our special offer!**

Brokerage fees from just CHF 6.90

First CHF 500 in transfer fees reimbursed



Welcome to TradeDirect.

For simple, smart trading that's easy on the wallet.

**TradeDirect** 

[www.tradedirect.ch](http://www.tradedirect.ch)

# Smart and efficient

TradeDirect puts a wide range of investment opportunities right at your fingertips. It's quick, easy to use and designed to help you get the most out of your investments.



## ■ An intuitive, user-friendly design

TradeDirect is smart and simple. You'll find everything you need to know about your investments on one page. That way, you can respond quickly and efficiently to market movements.

## ■ Online access to 25 markets

TradeDirect gives you access to all of the world's major markets and over 100,000 different stocks, bonds and other investment products. You also have easy access to our state-of-the-art research and analysis tools to help you create an optimal portfolio.

## ■ Real-time trading on your iPhone, iPad or Android device

With our TradeDirect app, you can manage your portfolio and get the latest financial news straight on your smartphone.

## Customer support in English

You'll find answers to many of your questions in our extensive online help section. However, if you'd like to speak to someone, our support teams are available by phone from 7:30am to 10pm, Monday through Friday, and can answer your questions in English.

# Reliable and secure

TradeDirect is a new, modern platform powered by one of the teams that pioneered online trading. It's also backed by Banque Cantonale Vaudoise (BCV), one of the leading full-service banks in Switzerland and a reference in the Swiss banking sector for over 165 years. BCV is also one of only a handful of banks to be rated AA by Standard & Poor's.

## Secure log-in and VeriSign protection

To protect your account from unauthorized access, we provide three layers of security for your log-in: your user ID, your password and an access code. You will receive the access code via text message to authenticate your log-in.

In addition, data is permanently protected by VeriSign SSL encryption.



## ■ The backing of a solid bank

BCV is the second-largest cantonal bank in Switzerland and has more than 165 years of banking experience. With assets under management of CHF 85bn, you can rely on our solid foundations.

## ■ 16 years of experience in online trading

TradeDirect is BCV's newly designed online trading platform. BCV first launched a trading site in 1999 and was a pioneer in this field, both in Switzerland and worldwide. More than 65,000 users now trade online with us, making the most of our ever-expanding range of services.

# Effective trading tools

Being able to respond quickly is one of the key advantages of online trading. With our efficient, easy-to-use tools, you can keep track of and analyze market trends so that you can make the right investment choices at the right moment.

- **Real-time prices and alerts**
- **Trading on your smartphone or tablet**
- **Investment ideas from TheScreener**
- **Prime Terminal**

You can keep up-to-date with real-time prices for the three main Swiss markets: the SIX Swiss Exchange, the Swiss Blue Chip Segment and SIX Structured Products.

Our interactive charts offer a wide range of analysis features. These charts enable you to keep track of your securities' performance and analyze and compare several securities at the same time.

With our portfolio simulator, you can try out different investment strategies and compare them with your actual portfolio.

You can become a market expert overnight with Prime Terminal. This fully customizable tool includes the following features: watchlists, alerts, market-depth analysis, intraday and historical charts, and much more.

Prime Terminal is available on subscription.



# Low fees

TradeDirect is one of the most competitively priced online trading platforms. Both our brokerage fees and our administration fees are easy on the wallet.

Bonds  
Equities  
ETFs  
Structured products  
Warrants  
Funds

## Our brokerage fees\*:

Switzerland:	from	CHF	6.90
USA:	from	USD	9.90
Frankfurt (Xetra):	from	EUR	19.90
Amsterdam:	from	EUR	19.90
London:	from	GBP	19.90

\* excluding federal stamp duty and exchange fees

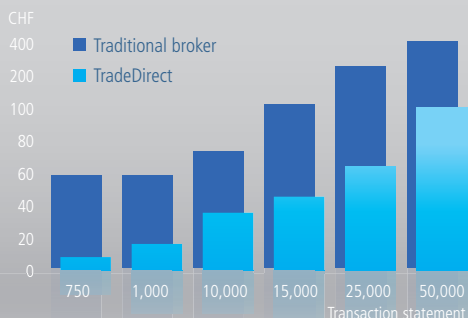
## ■ A transparent fee policy

We calculate administration fees transparently, so they're easy for our clients to understand. The administration fee will amount to 0.1% of your total deposit amount, with a minimum fee of CHF 40 and a maximum of CHF 100, plus an additional 0.1% for securities not tradable online.

## ■ No account-management or cash-transfer fees

There is no management fee for TradeDirect cash accounts in CHF, USD and EUR. And TradeDirect does not charge a fee for cash transfers from your account to another account in Switzerland, as long as the transfer is made over the internet.

## Our brokerage fees are lower than those of traditional brokers\*



## Brokerage fees on the SIX Swiss Exchange, Swiss Blue Chip Segment, SIX Structured Products and investment funds\*\*

from	up to	CHF
0	750	6.90
750	2,000	17.90
2,000	10,000	29.90
10,000	15,000	44.90
15,000	25,000	69.90

\*\* per transaction statement. Sell orders on non-exchange traded funds are commission free (excluding hedge funds).

\*Disclaimer: the data above is provided solely as an indication of the average prices of traditional brokers in Switzerland. For a more detailed picture of potential savings in brokerage fees, please compare TradeDirect's rates with those of your regular broker.

# Opening an account

To sign up, all you have to do is fill in our account-opening form, print it out and send it to us along with a certified copy of your ID or passport. In just 48 hours, your account will be up and running.

## ■ To open an account:

1. Go to [www.tradedirect.ch](http://www.tradedirect.ch).
2. Fill in the account-opening form and print it out. (Alternatively, you can print out the form first and then fill it in by hand.)
3. Get a copy of your ID certified by a cantonal bank free of charge or by the Swiss Post Office.
4. Send everything to TradeDirect, Case postale 9705, CH - 1001 Lausanne.

## ■ Any questions?

**0848 808 883**

Our teams are available from 7:30am to 10pm (CET), Monday through Friday.

**Trade smart!**

### Please note:

You should read the TradeDirect Terms and Conditions of Use, which are available on the site's homepage. These conditions apply to access to the site and to certain TradeDirect services. They contain provisions concerning confidentiality of data, no warranty and release from liability as well as restrictions regarding product availability and information for residents of certain jurisdictions. TradeDirect is a trademark of Banque Cantonale Vaudoise.

# For more information

## **By phone**

Our Customer Service Center is available to answer any questions you may have about the site or your market orders. You can contact us from 7:30am to 10pm, Monday through Friday on

0848 808 883

## **Online**

[www.tradedirect.ch](http://www.tradedirect.ch)

## **By email**

[info@tradedirect.ch](mailto:info@tradedirect.ch)

## **By mail**

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**TradeDirect** 

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