

Media Information

SWISS IR.COCKPIT makes IR efficient, secure and affordable

SWISS IR.COCKPIT offers a new 360° solution for Investor Relations. SWX listed companies can use this online platform to fulfil their statutory obligations, deliver news, manage contacts and much more. This tool has been developed in compliance with legal and SWX requirements. The Swiss Dynamics Group, which specializes in capital market communication, together with Equity Story, the market leader in online IR in Germany, are the firms behind SWISS IR.COCKPIT.

Zurich, 10 April 2008 – Exchange-listed companies are always looking for attention in the media and investment circles, while simultaneously needing to fulfill detailed informational obligations and legal requirements. These demands are complex, requiring a substantial investment in terms of both time and money, and there is always the danger of mistakes. As a 360° solution for Investor Relations, SWISS IR.COCKPIT is the answer to these challenges.

One platform handles all IR tasks

SWISS IR.COCKPIT is an online platform through which all of a company's Investor Relations tasks can be simply, quickly, and accurately summarized and carried out. Media communications can be sent to 80,000 computers and simultaneously uploaded to the website. Statutory reporting obligations can be fulfilled, disclosures can be managed, IR contacts can be organized online, mailings sent or webcasts scheduled. The integration of all capital market communication into one platform optimizes a company's internal processes. This saves time and ensures that the work routine is secure. In addition, SWISS IR.COCKPIT offers substantial cost advantages: For the dispatch of media communications and mailings, SWISS IR.COCKPIT offers attractive conditions, and the electronic distribution of disclosure reports is even completely free for all companies which are listed on the SWX Swiss Exchange.

Compliance ensured at all times

SWISS IR.COCKPIT is a further development of a system which has already proven itself many times over in Germany. It has been adapted to the specific requirements and regulations of the Swiss financial market. By utilizing SWISS IR.COCKPIT, compliance with the legal requirements is ensured at all times. In addition, the platform links directly to all of the relevant administrative sites of the SWX Swiss Exchange Website. In this way, companies are on the safe side as far as capital market communication is concerned.

Two experienced partners combine their products

SWISS IR.COCKPIT was developed by EquityStory AG Switzerland, which tailors products and services for online capital market communication to Swiss firms. These include IR websites, online business reports, as well as webcasts. Behind EquityStory Switzerland are the Swiss Dynamics Group AG, who specialize in capital market communication, and EquityStory AG, Germany's market leader in online IR. Through the Dynamics Group AG's market 'know how', competence in analysis and experience in consultation, in combination with the extensive service offering of EquityStory AG, these two firms are able to offer their clients a complete solution for Investor Relations in the form of the SWISS IR.COCKPIT.

Link

More information about the SWISS IR.COCKPIT can be found at www.equitystory.ch.

Contacts

Dynamics Group SA/Equity Story Schweiz SA, Utoquai 39, 8008 Zurich

- Oliver Schneider, oliver.schneider@equitystory.ch, +41 (0) 43 268 32 32
- Edwin van der Geest, vdg@dynamicsgroup.ch, +41 (0)43 268 32 30
- Thomas Balmer, tba@dynamicsgroup.ch, +41 (0)43 268 32 34
- Philippe Blangey, prb@dynamicsgroup.ch, +41 (0)43 268 32 35

Dynamics Group AG

The Dynamics Group AG brings together specialists from the fields of strategic development, communication management, and research. It offers services for national and international clients, focusing on Investor Relations, Capital Market Communication, Corporate Communications, Public Affairs, Issues Management, and Advocacy Relations. The group has 20 employees in Zurich, Bern and Geneva, and is supported by a research platform in India with 30 employees.

EquityStory AG

EquityStory AG is the market leader in online Investor Relations in German-speaking countries. It supplies services for over 1250 exchange-listed companies in the areas of disclosure obligations, IR websites, online business reports, as well as webcasts. The firm has its headquarters in Munich and employs nearly 50 financial analysts, communications experts and software developers.