

## Press Release

Zurich, 12<sup>th</sup> April 2022

### **BX plus – the new knowledge and content platform of BX Swiss AG is online**

Articles on current market events, analyses of selected stocks and companies and editorials on relevant topics from the financial sector, as well as competitions and promotions - all this is combined in the new knowledge and content platform "BX plus" of the Swiss exchange BX Swiss. The exclusive member area: "my BX plus" also offers access to the Stock Exchange Academy and direct insight into market activities via the Trading Desk.

With the new website: [bxplus.ch](https://bxplus.ch) BX Swiss AG is expanding its offering in the area of knowledge transfer. Already today, the Swiss stock exchange continuously provides general and specific knowledge via the audiovisual format: BX Swiss TV in form of market updates and expert interviews. This will now be expanded by the new knowledge and information platform BX plus.

The online platform offers numerous editorial contents: From daily changing short news in the "Märkte aktuell" section to weekly analyses and current financial topics in the "BX plus Magazin" section. A media library provides access to all videos from BX Swiss TV. Moreover, the free member area "My BX plus" also offers interested investors the following exclusive features:

- The BX plus Academy, which offers interested parties valuable knowledge about the stock market, investment and trading in form of interactive learning chapters.
- The BX Trading Desk, which has real-time-courses for numerous financial products and can be used to create own watch lists or virtual securities portfolios.
- Attractive and changing competitions, special promotions and advantage offers.

"We are very proud to launch [bxplus.ch](https://www.bxplus.ch). In recent years, BX Swiss has rearranged itself and rethought what it means to be a stock exchange. This includes being particularly close to active and interested investors. Insights, comprehensible stock market knowledge and direct access to the financial markets are crucial for this. BX plus offers all of this," emphasises Lucas Bruggeman, CEO of BX Swiss AG.

"In the coming months, we will continuously expand BX plus," adds David Kunz, COO of BX Swiss AG. "In addition to new learning content within BX plus Academy, cooperation with various financial service providers is being planned that will further increase the attractiveness of the platform and, above all, add more value for our members."

More information about BX Swiss: [www.bxswiss.com](https://www.bxswiss.com)

### Contact for queries:

**Claudia Ramondetta, press enquiries**

Tel.: +41 31 329 40 40

Email: [claudia.ramondetta@bxswiss.com](mailto:claudia.ramondetta@bxswiss.com)

### About BX Swiss

BX Swiss AG is an established stock exchange based in Zurich. BX Swiss AG is part of the international Stuttgart Stock Exchange Group and is subject to the Financial Market Infrastructure Act and supervision by the Swiss Financial Market Supervisory Authority FINMA.

BX Swiss offers active investors a trustworthy and secure access to a broadly diversified portfolio of financial products ranging from structured products (deriBX), equities from over 30 markets in Swiss Francs, Wikifolio certificates, ETFs, ETPs on various cryptocurrencies and bonds.

Swiss SMEs find an ideal trading platform at BX Swiss with the exchange trading segment SME Main Market through which they gain access to new investors as well as a diversified shareholder base.

With BX Swiss TV and BX plus, BX Swiss offers its own comprehensive knowledge and content platform, which provides market and stock exchange data in a clear and comprehensible manner, guarantees a high level of transparency, and promotes an interactive exchange.