

Informative Banking



“We want to know the facts before we trade.”

INFORMATION

BANKING

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INFORMATION

Owner of the trademark cash

ringier
axel springer



News Stock exchange Help point Community

BANKING

Cooperation partner of cash

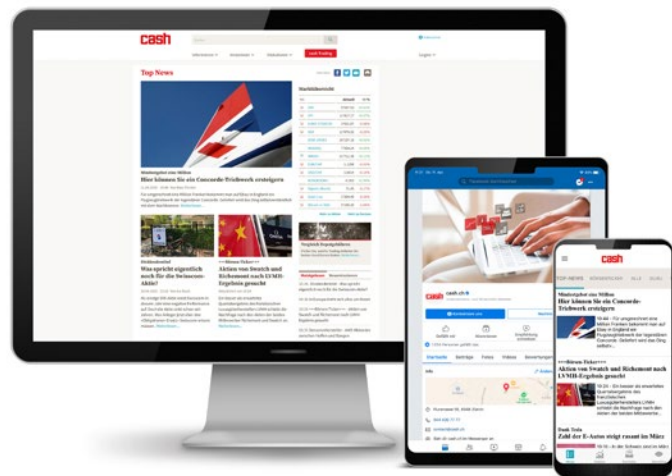
bank zweiplus



Trading Management Advice E-banking

cash cash
banking by bank zweiplus

Web Mobile Social



cash portal

Simply pioneering

cash is the most-visited business and finance portal in Switzerland with a direct line to the financial market. All banking transactions are handled via its Swiss partner bank zweiplus ltd.

We at “**cash – banking by bank zweiplus**” let you trade securities on the stock exchange easily and conveniently for a fixed price of CHF 29. At the same time, we get you access to everything you need to know for your trading and investment needs thanks to the experts from the cash editorial team, who put together a wealth of information for you every day. Skilfully and independently.

cash thus gives you all the relevant news and comprehensive price information from the leading stock exchanges and markets across the world – always up to date. And, on Switzerland’s biggest stock market forum, insiders and pros engage in stimulated debate over the latest ideas and trends. With cash, you can have a say too! We say: “**Informative Banking.**”

cash – “**the quickest link between financial information and trading**”.

How you benefit:

- You trade directly from cash and have access to the leading financial centres and stock exchanges.
- You trade for an attractive fixed price of CHF 29.
- You enjoy access to the most comprehensive range of independent financial and business information on the market.

INFORMATION

(in German)



News



Stock exchange



Help point



Community

Get informed on cash.

News

- Latest business news
- Stock exchange ticker
- The cash newsletter
- Commentaries from the editorial team

Stock markets

- Equities and bonds
- Forex and interest rates
- Commodities and precious metals
- Derivatives
- Funds and ETFs
- Portfolio and watchlist

Help point

- Themed dossiers
- Calculator
- Glossary of stock market jargon

Community

- The cash stock market forum
- YouTube, Instagram
- Twitter, Facebook
- XING, LinkedIn

banking by bank zweiplus

BANKING



Trading



Management



Advice



E-banking

Trade via cash.

Trading

- Online trading for a fixed price of CHF 29
- Trade directly via cash.ch
- All major stock exchanges
- Telephone trading option

Management

- Flexible portfolio management
- Prominent investment experts
- Range of investment strategies
- Transparent performance tracking
- Switch strategies easily

Advice

- Analysis
- Design
- Implementation
- Ongoing support

E-banking and mobile banking

- Place stock market orders online and by mobile phone
- Get a portfolio overview complete with charts and analyses
- Make payments

cash services

Simply expert

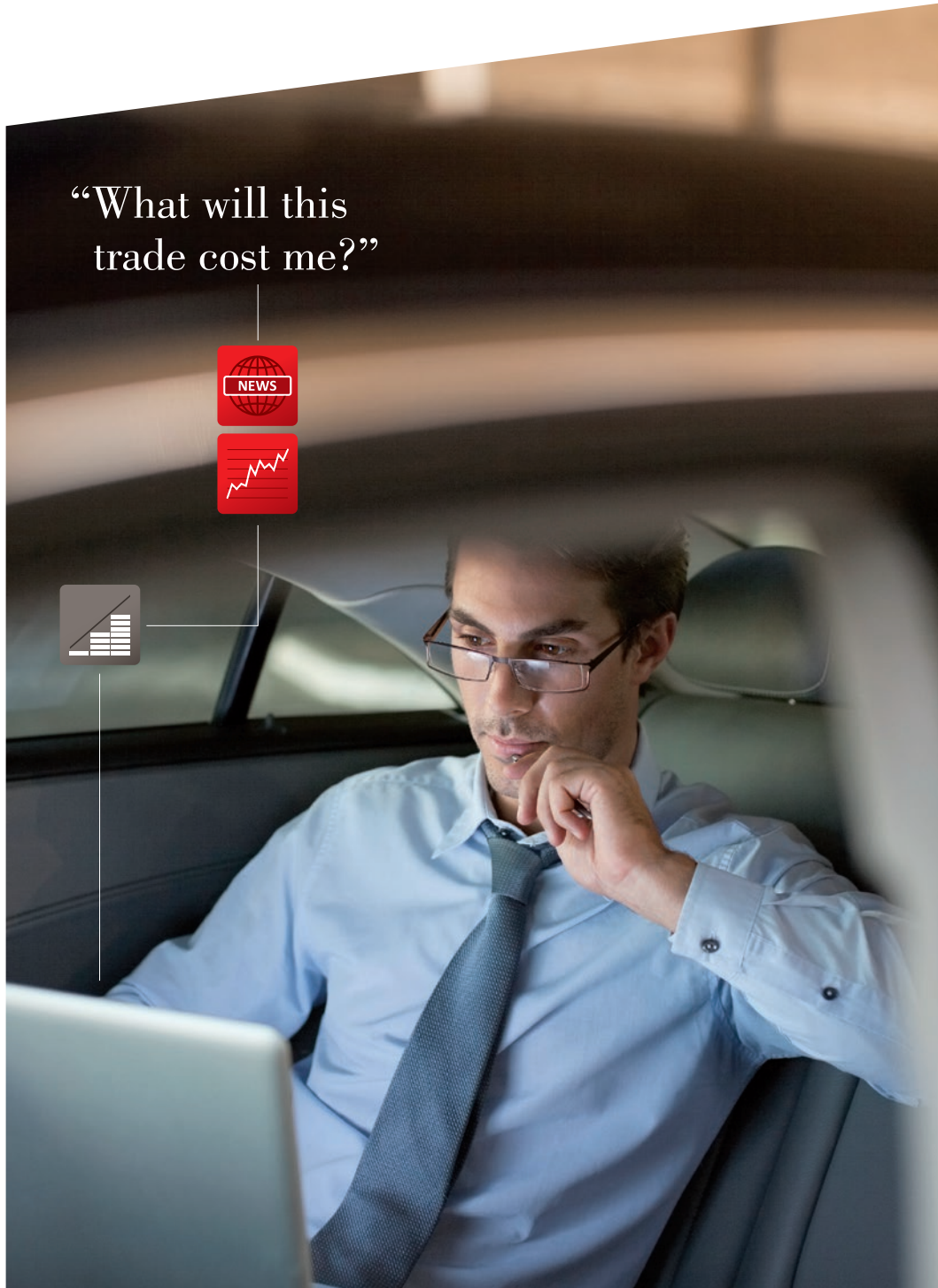
“cash – banking by bank zweiplus” delivers the best of both worlds: independent, editorial-quality news and all relevant information from the stock markets combined with a tried-and-tested online trading portal and portfolio management. Quality, security and independence are integral components of its business model.

As a client, you will get your very own personalised stock market package complete with real-time prices, an insight into the Swiss stock exchanges’ order books and an overview of your portfolio including price alerts.

How you benefit:

- You have access to relevant market information prepared by experienced financial and business journalists.
- You can get individual, customised support from highly skilled banking advisors if required.
- Your securities transactions are processed quickly and securely.

“What will this trade cost me?”



cash mission statement

Simply clear

We make it easy for our clients: clarity and transparency are the principles that guide our fee models and all our online financial services. Our portal is intuitive to use: with just a few clicks, you can find the information you are interested in and the financial solutions that are best for you.

However, we are not happy just to stop there. We are constantly thinking how else we might serve our clients in an innovative, informative and easy-to-understand way. Focused on their needs and tailored to their circumstances. All from a single source. **“Simply cash.”**

How you benefit:

- You can access all our services at any time and from anywhere.
- You are given personalised, expert advice.
- You know exactly where you stand thanks to transparency and ease of comprehension.



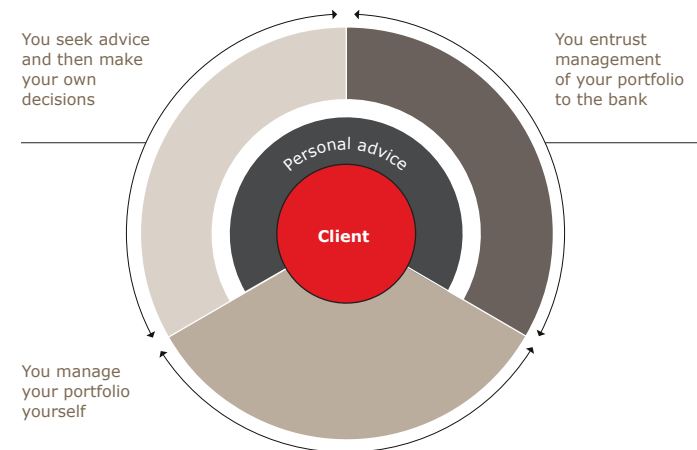
“How should I invest my savings?”



cash investment advice

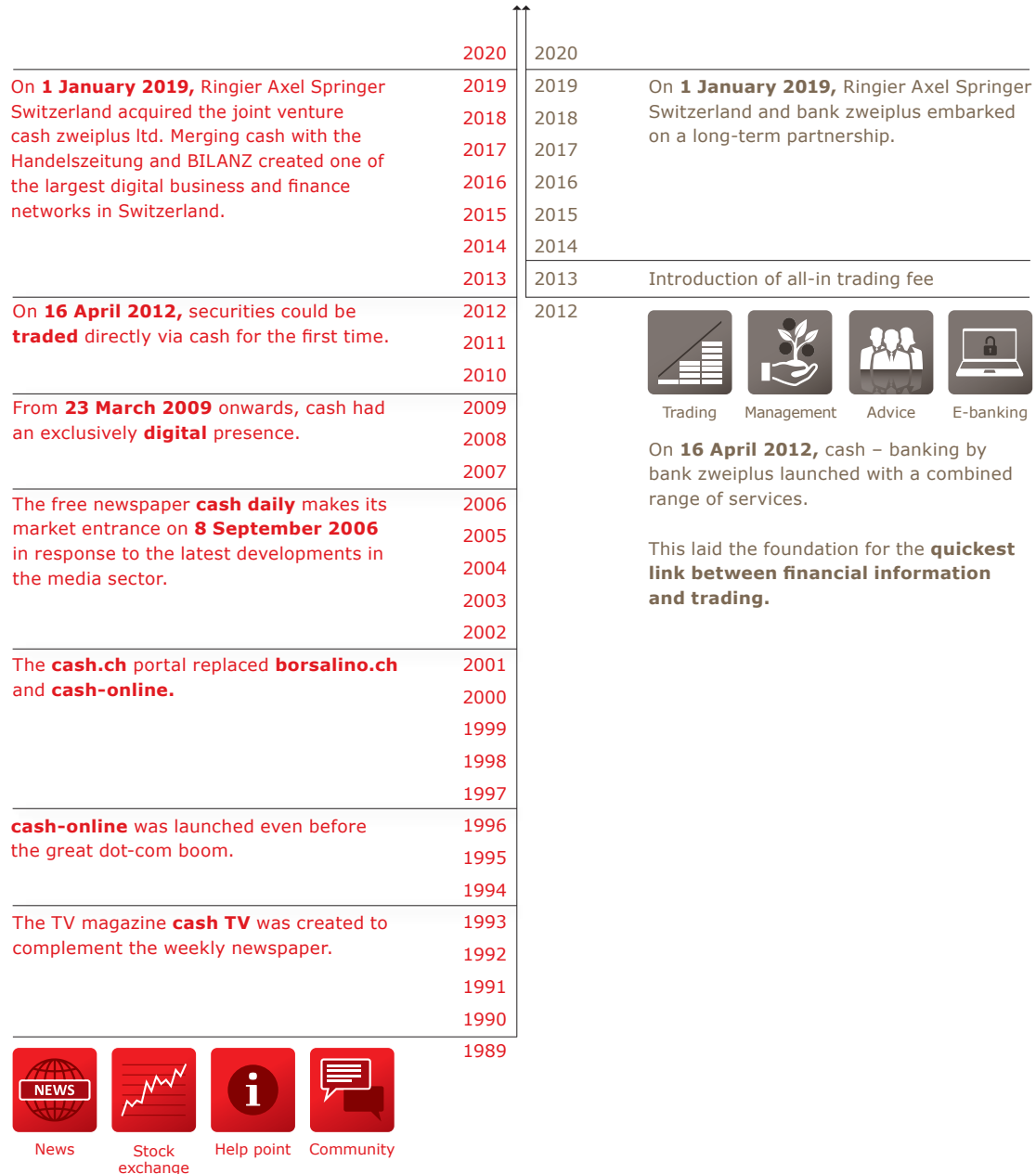
Simply well-advised

As well as online, mobile and telephone banking, we also offer you personalised investment advice. You can choose one of three advisory models depending on your individual needs as a client:



How you benefit:

- You can contact us on weekdays by telephone or e-mail or visit us in Zurich.
- You are in touch with an experienced team of advisors.
- Your advice is provided in one-to-one meetings in line with your individual needs.



cash story

Simply innovative

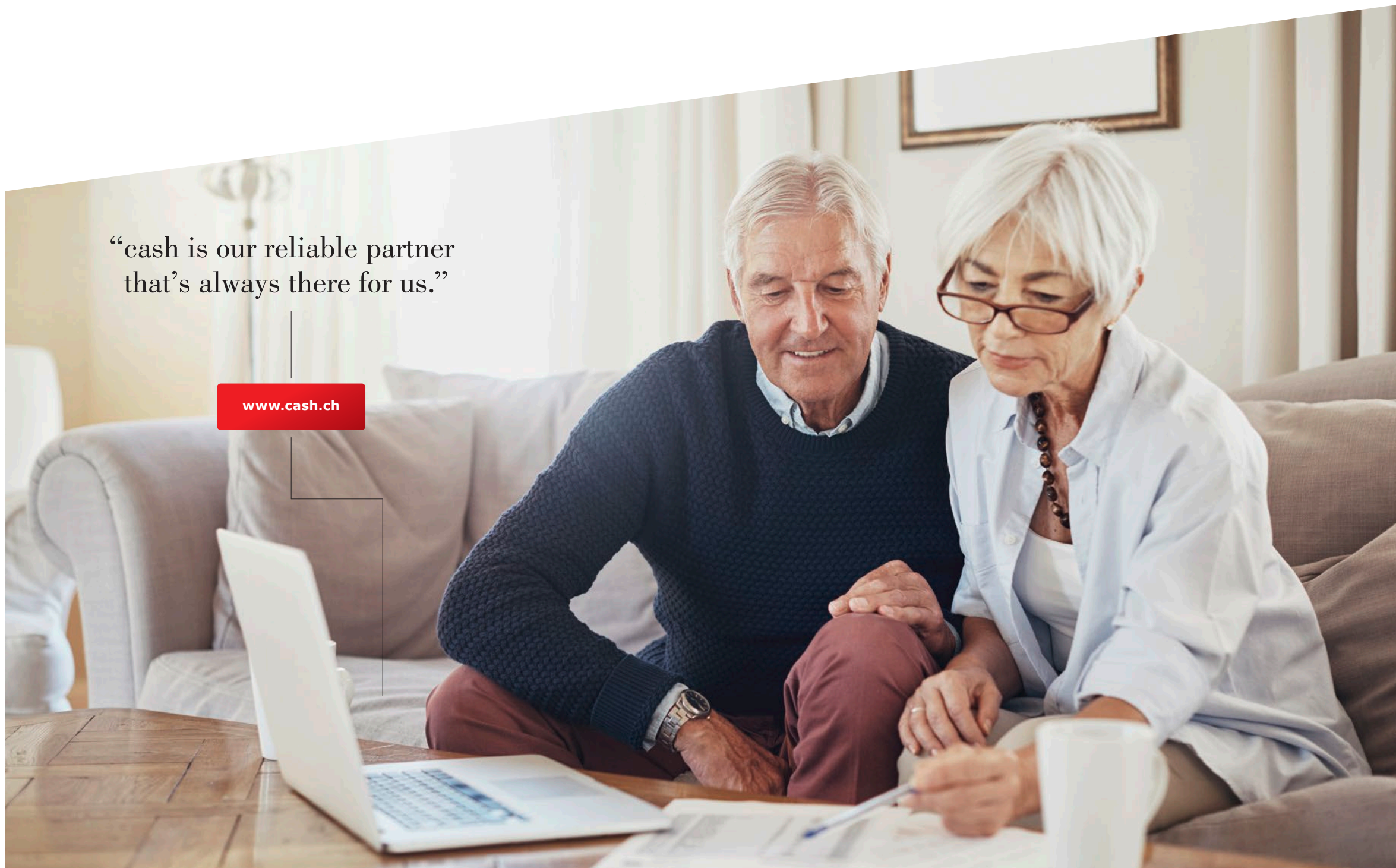
cash and its partnership with bank zweiplus are unique on the Swiss market. This comprehensive access to the world of finance by means of objective financial information and online and mobile banking, all rounded off with personalised advice, has a name: **“Informative Banking”**.

How you benefit:

- You get the best from the world of information and the world of financial services, all from a single source.
- You trade independently and autonomously.
- You can make use of the latest advances in digitalisation just as much as personalised advice.

“cash is our reliable partner
that’s always there for us.”

www.cash.ch





cash.ch/facebook



cash.ch/twitter



cash.ch/youtube



cash.ch/instagram



cash.ch/xing



cash.ch/linkedin

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