

Information-driven banking and trading



“I want to know the facts before
I start trading!”



Trading on all major
stock exchanges



Over 1 million cash users
per month



Flat rate of CHF 29
per online trade



Experienced
advisors



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cash

Information

Ringier



Banking

bank zweiplus



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banking by bank zweiplus

Stay informed using cash.

News

- Top financial news
- Stock exchange ticker
- cash newsletter
- Editorial commentary

Stock exchange

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

Advisory

- Topical dossiers
- Calculator
- Stock exchange glossary

Community

- cash stock exchange forum
- YouTube
- Twitter
- XING
- LinkedIn
- Facebook
- Instagram

Trade via cash.

Trading

- Online trading at a flat rate of CHF 29
- Trading directly on cash.ch
- All major stock exchanges
- Option to trade over the phone

Online and mobile banking

- Process stock exchange orders online or on a smartphone
- Asset statement with graphs and analytics
- Payment transactions

Management

- Multi Stocks Strategies: Theme-based investment directly in shares
- Multimanager-Strategies: Investing in Fonds/ETFs
- Renowned external investment experts
- Transparent performance monitoring
- Easy to change strategy

Savings plans

- Fund/ETF savings plans

Financial news

cash



Account opening

cash opening

E-banking

cash banking

The cash portal

Pure connection

cash is Switzerland's **most visited** economic and financial news portal with direct access to the financial market. All bank transactions are processed through the Swiss cooperating partner bank zweiplus Ltd. This is where all the bank clients' accounts and custody accounts are kept.

cash – banking by bank zweiplus is an easy and convenient way to trade securities globally on the world's major stock exchanges at the **flat rate of CHF 29***. At the same time, you will have access to all the relevant information you need for your trading and investment requirements. Journalists in cash's editorial department provide you with a comprehensive range of information every day – competently and independently.

The cash portal is also home to Switzerland's largest stock exchange forum, where you can discuss the latest hypotheses and trends with enthusiastic experts and connoisseurs.

On cash, you can make your voice heard however you like!

How you benefit

- ✓ You can trade directly via cash and gain access to the world's major stock exchanges.
- ✓ You can trade at the attractive **flat rate of CHF 29***.
- ✓ You benefit from a comprehensive range of the latest independent financial and economic news within the market.

* Per online trade. External commission and fees, such as those charged by the respective stock exchange or brokers, will be levied in addition.

“I appreciate the reliable customer service and the good value for money.”



The cash philosophy

Pure simplicity

Our goal is to make trading in securities **as simple and economical as possible** for you. Quality, security and independence are integral parts of our service.

Our portal's features are self-explanatory. In just a few clicks, you will find the information and financial solutions relevant to you. And if you have any questions, our advisors would be happy to assist you both virtually and in person.

But we don't stop there – we're constantly on the lookout for new ways to provide you with personalised information and support based on your needs, all as part of the same service.

Just cash!

How you benefit

- ✓ Your securities transactions will be processed quickly, securely and reliably at all times.
- ✓ You will receive transparent and clear information from us on an ongoing basis.

“What’s the best way to invest our assets?”



The cash investment opportunities

Pure freedom

Whether you want to trade in securities directly via us, invest in fund/ETF savings plans or conclude an management mandate directly in shares or funds/ETFs - with cash, you don't have to do everything online, on your smartphone or over the phone. We are also always happy to meet and advise you in **person**.

You can choose your investment model based on your own personal needs:



You manage your assets and make your own decisions.

You delegate the management of your assets to our **renowned external investment experts**.

How you benefit

- ✓ On request, we would be happy to provide you with competent and reliable advice in person.
- ✓ On weekdays, you can reach us by e-mail or phone or visit us in Zurich.

cash



21 September: cash gets a **new design and is technologically rebuilt.**



1 January: Ringier Axel Springer Schweiz acquires the joint venture company cash zweiplus ag. The merger of cash with Handelszeitung and BILANZ creates one of the **largest and strongest digital economic networks in Switzerland.**



16 April: It becomes possible to **trade securities via cash directly** for the first time.



23 March: cash goes fully **digital.**



8 September: The **cash daily** free newspaper emerges in response to developments in the media industry within the market.



The **cash.ch** portal replaces borsalino.ch and cash-online.



cash-online is launched before the great Internet hype has even hit.



The **cash TV** television news magazine supplements the weekly newspaper.



8 September: cash becomes available from kiosks for the first time. The weekly newspaper revolutionises financial reporting in Switzerland.

cash

banking by bank zweiplus

2022

Winner of the Schweizer Branchenmonitor (Swiss Industry Monitor) in the categories of customer service and value for money.



2021

Named **best Swiss online broker.**



2019

1 January: Ringier Axel Springer Schweiz and bank zweiplus enter into a **cooperation partnership.**



2013

Introduction of online trading at a **flat rate.**



2012

16 April: **cash – banking by bank zweiplus** launches its online banking services. This lays the foundations for the **shortest connection between financial information and trading.**



2009

2006

2001

1996

1993

1989

The cash milestones

Pure innovation

cash and its cooperation with bank zweiplus are unique within the Swiss market.

The comprehensive access to the financial world that cash provides by way of impartial financial information combined with online and mobile banking and personal advice has a name:

Information-driven banking and trading.

Important information

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Banking and trading

bank zweiplus ltd
cash
Buckhauserstrasse 22
P.O Box
CH-8048 Zurich

T 00800 0800 55 55 (free)

T +41 58 059 22 17

bankingline@bankzweiplus.ch

www.cash.ch/banking



Editorial department

Ringier Axel Springer Schweiz AG
Redaktion cash
Flurstrasse 55
P.O Box
CH-8048 Zurich

redaktion@cash.ch

www.cash.ch

