

PRESS RELEASE

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**The Foundation
"Collection of Historical
Securities"**

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Women and finance – An evolving image

While the "world of securities" is still largely perceived as a male-dominated environment, it is not until you take a closer look at historic share and bond certificates that you realize women can be found everywhere you look. In exhibiting around 100 historic securities, the eighth exhibition of the Wertpapierwelt museum charts the evolution of women's portrayal on securities through the centuries and provides a fascinating insight into female investors and businesswomen over time.

It is now 40 years since women were given the vote in Switzerland, 30 years since the Swiss Constitution was amended to guarantee equality between men and women, and 15 years since Switzerland's Gender Equality Act came into force, but the discussion as to how women are perceived not only in the world of finance, but in business as a whole, is still a very topical one. Women have wealth and they are keen to invest it, but for hundreds of years, their role was limited to that of a marketing icon. The exhibition is set in a historical context, in the contradictory realm between the exterior perception of women and the self-awareness of female shareholders. As well as the artistic perspective – as shown by the perception of women on securities – certificates which provide a link to the real lives of both prominent and unknown female personalities will also be exhibited.

The first section of the exhibition will be dedicated to the images of women on securities from a time when the securities certificate was an important marketing tool for any company. The job of the women pictured on securities was to present the value of a company on its share certificates so that predominantly male investors would feel comfortable entrusting her with their money. The second section of the exhibition features prominent women from real life on companies' certificates, which were no longer intended to appeal to only male investors. This section also highlights the history of early female investors and businesswomen through to today's female management staff, who have all left their mark on securities. The exhibition also features a number of interviews filmed with male and female representatives from the worlds of science and financial planning, alongside women from various walks of life, all of whom give their views on the issue.

Contact person for the media

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Wertpapierwelt

"Wertpapierwelt" is the name of the museum of the charitable foundation "Historical Securities Collection", an initiative launched by SIX Securities Services.

The collection currently consists of more than 10,000 exhibits from over 130 countries.

Wertpapierwelt conveys the highly diverse nature of historical securities in changing exhibitions.

In so doing, it strives to make the public more aware of the economic importance of the public limited company from its beginnings to the present day.

Address

Wertpapierwelt, Baslerstrasse 90, 4600 Olten, Telefon: +41 58 399 6622,

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Opening times: Every Tuesday and Wednesday from 9:30 am to 5:00 pm; Guided tours for groups can be arranged upon request. Further information: www.wertpapierwelt.ch