

PRESS RELEASE

Zurich, 12 July 2010 – Fisch Asset Management recorded nearly 500 million Swiss francs of net new funds in the first six months of 2010

The high inflow of new funds underlines the globally strong position of Fisch Asset Management as an expert in the fields of convertible bonds and asymmetric products. At the end of June 2010, the company was managing assets of 4.1 billion Swiss francs. In the first six months of the year, inflow of new funds amounted to 12% and assets under management (AuM) increased by 7%. As a large proportion of customer assets are administered in Euros, the 11% lower Euro rate in particular had an adverse effect.

Dr. Patrick Gügi, CEO of Fisch Asset Management, is pleased with the high demand for convertible bonds: “The inflow of new funds confirms that Fisch is among the leading suppliers in the field of asymmetric solutions. The renowned Lipper Awards, which were presented to the FISCH Bond Fund (CHF) and the FISCH Bond Value Fund, underline our ambition to reach a leading position within all our fields of operation.”

The first convertible bond was issued about 150 years ago to finance a railroad company. Convertible bonds combine the positive qualities of bonds with the upward potential of shares. They incorporate advantages of bonds, in the form of payment of interest and repayment of capital invested at a fixed point in time. In addition, investors are entitled to exchange their bonds for a predetermined number of shares upon an increase in stock prices.

About Fisch Asset Management

Fisch Asset Management is among the worldwide leading experts in the field of convertible bonds. This expertise in the area of asymmetry is part of all of Fisch Asset Management’s solutions and makes them unique. The company was founded in 1994 by Kurt Fisch and Dr. Pius Fisch and manages customer assets of around CHF 4.1 billion with 39 employees. Fisch Asset Management is registered as an authorized securities dealer and is regulated by the Swiss Financial Market Supervisory Authority (FINMA).

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