



Press release

Strateo, the new name for Keytrade Bank in Switzerland

Geneva, 14 August 2012 – As of 14 August 2012, Keytrade Bank, the online trading specialist, will change its name to Strateo in Switzerland, where it has been active since 2009. This change will have no specific impact for its clients, except for the platform's official address becoming strateo.ch and the logo being reworked.

In order to avoid any confusion with other Swiss entities which have a similar name but no direct link with the company, it has been decided, with the agreement of the relevant Swiss authorities, to change the name of Keytrade Bank and its platform to Strateo. This change, which will become effective as of 14 August, only affects the Swiss branch of the Belgian Keytrade Bank group, a European pioneer in international online trading.

The Keytrade Bank group's online trading services became available to Swiss clients in 2009 through its Geneva-based subsidiary and its platform, which has shown regular growth since it was launched. They will now be offered in Switzerland under the Strateo name. In the other countries where the group is active – Belgium, the Netherlands and Luxembourg – its entities will keep the Keytrade Bank name and continue to operate under this name.

In the space of three years, Keytrade Bank has rapidly attracted a considerable number of Swiss investors thanks to extremely competitive market rates and the highly international focus of its portfolio of instruments. Its platform allows its clients to build their own financial strategy with total independence, while enjoying direct access to the worlds' major equity markets and to high-quality investment products. The new name given to the bank and to the platform, which becomes strateo.ch, will therefore have no impact for these clients. Their data and access codes for the platform will remain identical, and Strateo will continue to provide the same services: self-management, access to the international markets, brokerage facilities at advantageous prices, and security and accuracy when conducting their online transactions.

"The choice of Strateo as a name perfectly reflects the identity which we have developed on the Swiss market since our launch here in April 2009: that of a faithful, solid partner who is internationally-minded, and that sets us apart from many of our competitors", concludes Strateo General Manager Patrick Soetens.

Strateo

Strateo is a bank and online trading platform which offers private and professional investors tools and products for managing their own stock exchange operations. Strateo gives them special access to a number of stock exchanges:

- in Switzerland (SIX Swiss Exchange)
- in North America (NYSE, NASDAQ, AMEX, OTC-BB in the USA; TSX and TSX Venture in Canada)
- in Europe (Euronext: Paris, Brussels and Amsterdam; the Frankfurt, Milan, Madrid, London, Helsinki, Stockholm, Copenhagen and Oslo markets; Eurex)

As a multi-market and multi-product platform, Strateo allows investors to self-manage online trading of shares, mutual funds, exchange traded funds, share options, bonds and warrants. It also provides direct trading access to Forex, Futures and CFDs.

www.strateo.ch

Keytrade Bank Group

Keytrade Bank Group, which is part of Crédit Agricole Group, is a European pioneer in online trading services offered to investors at competitive prices. It is building on its success and continuing its rapid international expansion. It has been the market leader in Belgium since its creation in 1998 and now serves over 150,000 clients in four countries: Belgium, Luxembourg (since 1999), Switzerland (since 2009, and under the Strateo name since August 2012) and the Netherlands (since 2012).

www.keytradebank.com

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