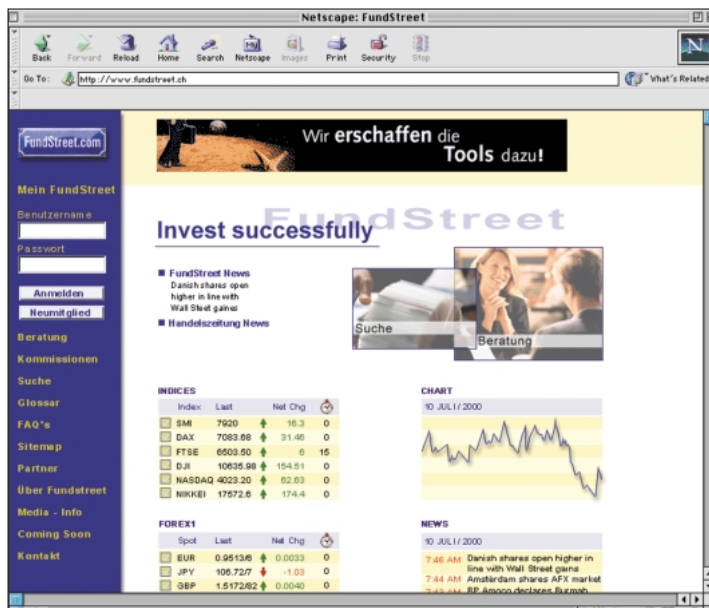


FundStreet: the Street to Funds



Switzerland's first independent, Internet-based investment fund advisor

The range of investment funds on offer today is huge: worldwide there are more than 50,000 investment funds with assets in excess of 15 trillion Swiss francs. In Europe there are more than 20,000 funds, with assets totaling more than 4 trillion francs, and in Switzerland there are over 2,000 funds with total assets of more than 400 billion francs. And the trend is rising. This means that companies are having to explore new avenues in their sales approaches, namely by developing sales platforms that are independent of the fund production business and that allow them to automate and cut the costs of their sales operations. The Internet is an ideal media for such platforms.

Information technology makes it possible to set up fund sales platforms which have low marginal costs and which can serve the needs of a wide range of investors. At the same time, more and more private individuals are looking for new and interesting investment opportunities for their assets, and an increasing number of people are using the Internet. In Europe there are more than 40 million potential investors, and 10 million of these are Internet

users. With the merger of mobile communications and the Internet being made possible by WAP and then UTMS technology, the possibilities of using the Internet are multiplying. This will also result in an exponential increase in the number of users, which already exceeds all forecasts. FundStreet acts as the pivot between supply and demand – in the business to business (b2b) segment as well as the business to customer (b2c) segment.

FundStreet – independent of the banks Business to Customer (B2C)

At www.fundstreet.com private investors can quickly determine their investment profile and generate an investment proposal, and then open a fund account with one of the licensed custodian banks. FundStreet then provides support facilities allowing the investors to easily track the performance of the fund account using sophisticated software. The investment proposals and subsequent evaluation are based on objective criteria, and are entirely independent of the banks. The basis is the Lipper (Reuters) database of 1,600 funds. FundStreet will soon be opening up in Germany, Austria and

Spain, with pan-European operations envisaged in a later phase.

FundStreet – offered to banks Business to Business (B2B)

The FundStreet platform is offered to financial institutions and fund companies for a licensing fee, and can be used internally and externally under their own brand. Internally, the platform provides support for client advisors, externally it can be used in the sale of the respective company's own funds. Several platforms are already in use with Swiss banks and insurance companies.

Herbert Kahlich "Mister Funds": CEO of FundStreet

Herbert Kahlich has more than 20 year's experience in the Swiss funds industry. He was a member of the Executive Board of Credit Suisse Group's fund management company for more than 10 years, and played a key role in the development of fund assets at CS Group from 3 billion Swiss francs (in the mid-1970s) to around 60 billion Swiss francs. Today he is the CEO of FundStreet and Chairman of a Geneva-based fund management company. ■



FundStreet AG
Stockerstrasse 45
CH-8002 Zurich
Tel. ++41 1 208 24 24
Fax ++41 1 208 24 44
www.fundstreet.com



Herbert Kahlich
CEO