

MEDIAKIT | 2017

Publi-Info 02 20 20 20 20 | 02 20 20 20 20 | 02 20 20 20 20 | 02 20 20 20 20

L'AGEFI

QUOTIDIEN DE LA NOUVELLE AGENCE ECONOMIQUE ET FINANCIERE

Resserrement monétaire
Mario Draghi opte
pour une politique
d'apaisement



SMI 1027,27 DOW JONES 21011,78

| | |
|--------|--------|
| +0.00% | -0.12% |
|--------|--------|

LE REPOUTONNEMENT PÔSE SUR LE RÉGIMAT
**Interview du CEO
de Banque Cler**

LA STRATÉGIE DE REINTEGRATION PAIS
Hollgaz encore en progression

GEORG FISCHER MANCHING SOLUTIONS
Genève reste au cœur de la R&D

RÉSULTATS SEMESTRIELS COMMUNIQUÉS
Givaudan a défendu ses marges

PROFITS DE BALANCE RÉCOMPOSÉS
Le Coq Sportif à l'équilibre

ACQUISITION DE BASE HOLDING
Unitas mise sur le Portugal

RÉSULTATS ORGANISATIONNELS EN HAUSSE DE 21%
UBP dans une forte dynamique

RAPPEL: EXTRÊME CAPITAL DE PARIS FICTION
Prochaine édition mercredi

Retour dans le vert
et gouvernance floue




PETER WINIGER ET MARC TORREAL. Le dernier as-
pirant de président de Loncin de quitter « il n'a que pour-
tant le Conseil d'Administration pour mener des efforts
d'investissement, ne restera pas la gestion du CEO de Loncin.
Malgré le retour dans le vert de Loncin. »

Dacadoo s'affirme dans la santé numérique

L'éditeur de logiciels médicaux va déployer son activité avec UbiHealth Group (Optima) aux États-Unis.



L'éditeur de logiciels médicaux Dacadoo va déployer son activité avec UbiHealth Group (Optima) aux États-Unis.

Retour dans le vert
et gouvernance floue




PETER WINIGER ET MARC TORREAL. Le dernier as-
pirant de président de Loncin de quitter « il n'a que pour-
tant le Conseil d'Administration pour mener des efforts
d'investissement, ne restera pas la gestion du CEO de Loncin.
Malgré le retour dans le vert de Loncin. »

Les start-up suisses brillent à l'étranger, mais...

L'industrie suisse de la start-up connaît une croissance soutenue, mais elle reste confrontée à des défis structurels.



L'industrie suisse de la start-up connaît une croissance soutenue, mais elle reste confrontée à des défis structurels.

Retournement validé pour l'horlogerie

Le secteur de l'horlogerie suisse a connu un retournement de tendance positif.



UBS et CS sur le fil de deux tendances

Les deux banques suisses sont confrontées à des défis structurels.



www.lindegger-optik.ch

“ *Opinion-forming newspaper, resolutely independent and liberal since its launch, « L'AGEFI » analysis and interprets the decisive factors for the economy and finance on a daily basis.* ”

A MEDIA EDITED BY

'AGEFI

PAGE 2 | vendredi 21 juin 2019 | **ÉCONOMIE** | 23 pages

Chine: la puissance est de mise

Les investisseurs étrangers s'intéressent de plus en plus à la Chine. Mais la puissance est de mise.

Qatar: David contre Goliath

Des investisseurs américains s'intéressent de plus en plus au Qatar. Mais la puissance est de mise.

L'efficacité éprouvée de la libre circulation des personnes

Le libre-passeport est le droit de l'homme. Les avantages d'un engagement bilatéral en juin 2014 ont été les suivants.


Plus loin ensemble pour mieux vous servir.

Avec l'expertise de Financier Investments, Amundi ne donne pas seulement des conseils, elle propose des solutions de gestion d'actifs au service de vos intérêts. Notre ambition est d'améliorer constamment nos performances, nos solutions et nos services et cela grâce à :

- Une gamme étendue de solutions d'investissement en gestion active, passive, d'actifs fixes et alternatifs
- Une qualité de service de premier plan, spécialement dédiée pour nos clients particuliers et institutionnels
- La présence d'un réseau global solide sur la base d'un savoir-faire local
- La présence constante de nos équipes, pour accompagner au mieux nos clients dans leurs choix d'investissement

Avec plus de 100 ans d'expérience, nous sommes fiers de vous offrir la confiance.

1 200 milliards d'euros d'actifs sous gestion
1 000 milliards d'euros d'actifs sous gestion
37 pays
Six plateformes de gestion patrimoniale : Boston, Berlin, Londres, Milan, Paris et Tokyo



La confiance ça se mérite
Amundi
AMUNDI INVESTMENTS

L'AGEFI, the only financial and economic daily in Switzerland. Printed and web based economic, financial and current affairs daily, l'AGEFI independent from political parties, economic and business organizations and press groups. Its shareholders are private investors and patrons. L'AGEFI is a media providing information, analysis and viewpoints with both a global and a local perspective— notably through its coverage of companies.

In particular it reviews the Swiss industrial and financial industry with a focus on the specific French speaking region, a geographical area characterized by an economic activity with an international perspective greatly over-represented with respect to the size of its population.

L'AGEFI is intended for a professionally active readership comprised on senior managers, managers, specialists, human resources professionals, generally interested in their professional environment. Among this target group, brand recognition is close to 100% in French speaking Switzerland. It is a reference media in the political arena at large. On the strength of being frequently quoted in numerous medias in the German speaking part of Switzerland, it enjoys high brand recognition in that region as well. L'AGEFI is also regularly recognized as a reference media in France.

Editor in Chief
FATHI DERDER

L'AGEFI

REGULAR COLUMNS

| | |
|---------------------|--|
| HEADLINE NEWS | As per the day's main events. Portrait of two key actors. Prestigious outside contributors (often international) |
| Forum | As per the day's main events. Outside contributors |
| Switzerland | Interviews, political and economic calendar and agenda |
| Markets & Products | <ul style="list-style-type: none">• Every Monday – Structured products, the covered option question, fixed income observatory (with Bridport Investor Services), currency market weekly review• Every Wednesday – Swiss Franc review (with Tradition SA), Forex weeks (with Dukascopy Bank)• Every Friday – Helvetica OTC markets (with Bondpartners)• Once a week – « La bonne feuille » (excerpts of a book selected by the editorial staff, TOP 5 best selling business and finance books (with Payot)• Once a month - Private Banking Indices – publication around the 10 of the month (with BBGI), EthicalQuote indice rating sustainable initiatives of Swiss companies – publication around the 20th of the month (avec BBGI), Best-of from business and finance books (with Payot) |
| Investment Funds | As per the day's news and events |
| Equities and quotes | As per the day's news and events |
| Europe - World | Every Monday – The week's international economic agenda |
| Last page | Wall Street closing bell. Satire: urban legends columns, Astro-market column. |

DIFFUSION SUBSCRIPTIONS AND COPY SALES

| | |
|--|---|
| Circulation | Base: 5'500 issues, Extended: 8'500 issues |
| Distribution channels | L'AGEFI subscribers - Newsstands Naville & Valora - Extended circulation: additionnal contacts tar- getted on the eco-fianncial sector in Western Switzerland - Geneva Airport and airlines companies Private clinics and events of the Swiss Medical Network group, Events organised by L'AGEFI or of which L'AGEFI is mediapartner (www.agefi.com/events) Also available in E-Paper version for iPad application (www.agefi.com/app) and on LeKiosk.fr |
| www.agefi.com | 1'670'371 pages views et 916'062 unique visitors per year |

PUBLICATION Daily, Monday to Friday (235 editions in 2016)

From mid-July to mid-August, publication Wednesday and Friday
Dates of non-publications – Details on : www.agefi.com/a-propos/lagefi-le-quotidien.html

GENERAL ADVERTISING RATES – BESPOKE DIMENSIONS

Column width

| | | | | | | | | | | |
|-----------------------------|---|------|----|---|-------|---|-----|-------|---|-----|
| Advertisining columns | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Effective width in mm | | 43,5 | 91 | | 138,5 | | 186 | 233,5 | | 281 |
| Editorial column equivalent | | 1 | 2 | | 3 | | 4 | 5 | | 6 |

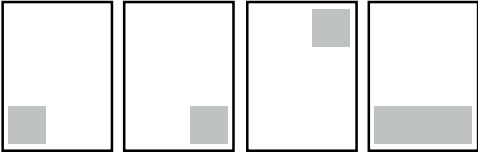


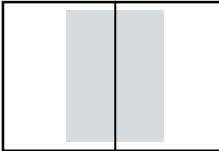
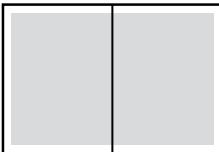
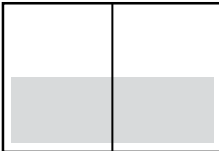

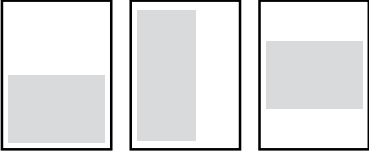
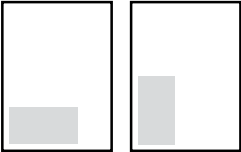

mm Rates

| | Black/White | Four colours |
|--------------------|-------------|--------------|
| Commercial adverts | 3.17* | 3.73* |
| Financial adverts | 2.25* | 2.65* |
| Sections** | 1.50* | 2.50* |

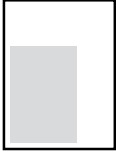

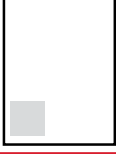
*Price in CHF/mm (+ VAT 8%)

**Real estate, Employment, Education, Outings & Leisure, Charity

L'AGEFI

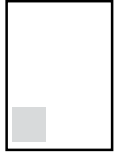
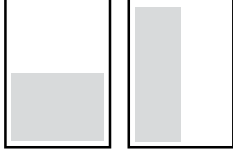
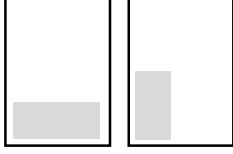
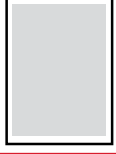
| GENERAL ADVERTISING RATES FIXED DIMENSIONS | FORMATS | Height x Width in mm | Black / White Prices in CHF quoted gross (+VTA 8%) | Four Colours Prices in CHF quoted gross (+VTA 8%) |
|---|--|--|---|--|
|  | Front page Box A (bottom left) Box A bis (bottom left) Box B (bottom right) Box C (top right) Banner | 74 x 60 74 x 90 91 x 32 45 x 35 264 x 50 | 1'615.- 1'913.- 638.- 298.- 3'550.- | 1'900.- 2'250.- 750.- 350.- 4'150.- |
|  | Mock front page Mock front page double sided | 265 x 344 265 x 344 / 281 x 396 | | 22'000.- 26'000.- |
|  | 1/1 Full page | 281 x 396 | 10'200.- | 12'000.- |
|  | Centered Page | 295 x 396 | 11'050.- | 13'000.- |
|  | 2/1 Panoramic double page | 582 x 396 | 14'025.- | 16'500.- |
|  | Panoramic 1/2 page | 582 x 198 | 8'300.- | 9'800.- |
|  | Panoramic banner | 582 x 80 | 6'400.- | 7'500.- |
|  | Fractionnals 1/2 page - horizontal 1/2 page - vertical 1/2 page - centered | 281 x 198 138,5 x 396 281 x 198 | 5'950.- 5'950.- 6'843.- | 7'000.- 7'000.- 8'050.- |
|  | 1/4 page - horizontal 1/4 page - vertical | 186 x 147,5 138,5 x 198 | 3'060.- 3'060.- | 3'600.- 3'600.- |
|  | Banner | 281 x 150 | 4'165.- | 4'900.- |

L'AGEFI

| GENERAL ADVERTISING RATES FIXED DIMENSIONS | FORMATS | Largeur x hauteur en mm | Noir / Blanc Prix brut en CHF (+TVA 8%) | Quadri Prix brut en CHF (+TVA 8%) |
|---|--|----------------------------|---|---|
|  | Junior page | 186 x 246 | 8'075.- | 9'500.- |
|  | Last page / C4 Full page | 281 x 396 | 11'700.- | 13'800.- |
|  | Box A (bottom left) Box B (bottom left) | 91 x 60 91 x 32 | 750.- 400.- | 880.- 470.- |

SECTIONS – REAL ESTATE, EMPLOYMENT, EDUCATION, OUTINGS & LEISURE, CHARITIES

(Example of price calculated on the basis of the fee schedule (mm) for « sections » : Black/White CHF 1.50 / mm – Four colours CHF 2.50 / mm)

| | | | | |
|---|--|---|--------------------|--------------------|
|  | 1/8 page | 138.5 (5 col) x 91 | 682.50 | 1'137.50 |
|  | 1/2 page - horizontal 1/2 page - vertical | 281 (10 col) x 198 138.5 (5 col) x 396 | 2'970.- 2'970.- | 4'950.- 4'950.- |
|  | 1/4 page - horizontal 1/4 page - vertical | 281 (10 col) x 91 138.5 (5 col) x 182 | 1'365.- 1'365.- | 2'275.- 2'275.- |
|  | Full page | 281 (10 col) x 396 | 5'940.- | 9'900.- |

INVESTMENT FUND PAGES

| | | | | |
|---|---------------------------------------|------------------|---------|---------|
|  | Box A (bottom centered) | 138 (5 col) x 90 | 1'550.- | 1'850.- |
|  | Box A bis (left centered) | 90 x 90 | 1'050.- | 1'250.- |
|  | BOX (Frontpage «Marchés et produits») | 90 x 36 | 450.- | 450.- |

LINE FOR INVESTMENT FUND QUOTES (VNI)

| | Unit price per VNI |
|---|--------------------|
| Per line - 1 year | 995.- |
| Per line - 6 months | 550.- |
| Per line - 3 months | 300.- |
| Letter head publication (logo) - (free if 10 funds or more) | 500.- |
| Discount from : 5 VNI | 3% |
| 10 VNI | 10% |
| 20 VNI | 15% |

*Prices in CHF quoted gross (+VTA 8%)

L'AGEFI

RATES

| | | | | | |
|--|--|--------------|----|---------------------|-----|
| Inserts and front page Gatefolder | Offer upon request | | | | |
| Prescribed position | + 10% | | | | |
| Commission | 5% agency commission, not cumulative with RACHA II | | | | |
| Discount based on turnover** | From | CHF 7'500.- | 3% | CHF 40'000.- | 10% |
| **Based on cumulative turnover in the following publications : L'Agefi, Indices and Agefi Magazine. The discount based on turnover is not applicable on sections, Real estate, Employment, Education, Outing & Leisure and Charities | | CHF 12'500.- | 4% | CHF 60'000.- | 15% |
| | | CHF 20'000.- | 6% | CHF 80'000.- and up | 20% |

MATERIAL, TECHNICAL DATA AND TRANSMISSION

| | |
|------------------------------------|---|
| Material | High definition PDF 150dpi - URC : 240% - Grid 40l/cm - 2400dpi + proofs (pdf/x-1a :2001) |
| ICC profile | ISOnewspaper26v4 |
| Paper format | 305 x 425 mm |
| Publication language | French |
| Transmission deadline | |
| - Closing for adverts | 3 open days prior publication – 10 AM |
| - Transmission of material | 2 open days prior publication – 10 AM |
| - Cancellation | At least 2 open days prior publication (10AM) in order not to incur cancellation fees |
| Transmission du matériel via email | à votre contact commercial (n.fouchault@agefi.com ou b.leuenberger@agefi.com) + pub@agefi.com |

CONDITIONS

| | |
|--------------------------|--|
| General sales conditions | www.agefi.com/cgv |
| General ASSP conditions | www.vsw-assp.ch |

COMMERCIAL CONTACTS

| | |
|--|--|
| French speaking Switzerland - Ticino – International | Eastern Switzerland |
| N-AEF S.A | N-AEF S.A |
| Norbert Fouchault | Béatrice Leuenberger |
| Tél: + 41 21 331 41 25 | Tél: + 41 44 254 39 21 |
| Fax: + 41 21 331 41 10 | Fax: + 41 44 254 39 29 |
| Mobile: + 41 79 847 61 86 | Mobile: + 41 79 705 26 93 |
| n.fouchault@agefi.com | b.leuenberger@agefi.com |

INTERNATIONAL REPRESENTATIVE OFFICES

Belgium

Mediacontact International
Place Guy d'Arezzo 17
B-1180 Bruxelles
Tél: +32 2 343 43 71
Fax: +32 2 343 43 76
j.mineur@mediacontact.net
www.mediacontact.net

France

Affinity Media
55 Rue de Maubeuge
75009 Paris
Tél: +33 1 53 05 94 01
Fax: +33 1 53 05 94 06
frederic.lahalle@affinity-media.fr
www.affinity-media.fr

Germany

Mercury Publicity
(Deutschland) GmbH
Seifgrundstrasse 2
D 61348 Bad Homburg v. d. H.
Tél: +49 6172 9664 0
Fax: +49 6172 9664 49
s.fedrowitz@mercury-publicity.de
www.mercury-publicity.de

United Kingdom

Prime Media International
31, Old Campton Street
London, W1D 5JT
Tél: +44 207 287 29 04
Fax: +44 207 734 74 59
Mobile: +44 797 473 46 07
rpavitt@prime-int.co.uk
www.prime-int.co.uk

www.agefi.com

Other media AGEFI - www.agefi.com/publications

