Swissquote

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Swissquote GO – open season on shares

- Inspired by Pokémon GO, Swissquote GO is the first location-based financial game in Switzerland
- Several hundred SMI shares to be won
- The game illustrates the innovation capacity of the bank, which has always been at the forefront of the latest technologies and digital trends
- Mobile games, at the cutting edge of innovative marketing, are just revealing their full potential and look set to have a bright future

Gland, Switzerland, September 15, 2016 – Swissquote Bank Ltd, Switzerland's leading online bank, today launches Swissquote GO – a location-based mobile game inspired by Pokémon GO, offering the chance to win SMI shares by visiting sites where they are hidden.

The game draws on the popularity of Swissquote's mobile app to reach a large number of users, with traders increasingly using apps on a daily basis. It aims to reward existing customers for their loyalty as well as to win new ones by taking an original and unexpected approach.

The principle is simple. The shares are divided into groups of prizes and distributed between 20 Swiss landmarks. A map is sent to players to guide them. When they approach the edge of the areas where a prize is hidden, they just need to collect them to add them to their portfolio. If the player is not already a bank customer, they can open an account to recover the shares they have won.

Each player can only play once, meaning they can only win one prize for a maximum amount of CHF 480 per person. A total of CHF 10,000 will be distributed in shares for existing customers. No budget limit has been set for new customers, only a time limit.

Marc Bürki, Swissquote CEO: "Our marketing must be like our bank – offbeat, innovative and visionary. By harnessing a trend like Pokémon GO, we are seizing an opportunity to reach out to our customers directly via their mobiles".

Paolo Buzzi, Swissquote CTO: "We called on our dedicated digital teams for Swissquote GO. The challenge was to develop a simple-to-use game in a very short space of time. Having the skills internally is a key advantage in order to be responsive and rapidly adapt to technological changes".

The game is available on Swissquote's Trading app, which iPhone and iPad users can download free from the App Store. Existing users simply need to update to version 6.1 to play.

Since its creation, Swissquote has been at the cutting edge of technology and was the first Swiss bank to launch its own Trading app for iPhones in 2008, followed by the iPad version in 2010. Both apps are now among the most popular banking apps in the App Store with 228,000 downloads (iPhone) and 90,700 downloads (iPad).

Download photos and screen shots.

Find out more about Swissquote's mobile apps: www.swissquote.ch/mobile

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