

## Media Release

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### New Swiss Finance Museum to open in Zurich-West

**Zurich is getting a new museum. On 28 June 2017, the new Swiss Finance Museum will open its doors at Pfingstweidstrasse 110. The first of its kind in Switzerland, it combines historical exhibits with state-of-the-art multimedia installations. The museum is located in the new global head office of SIX, the operator of Swiss financial infrastructure.**

The completely redesigned exhibition introduces visitors to the origins of the banking nation's modern economic system, the Swiss financial market and its infrastructure. Key historical pieces from one of the world's biggest and most important collections of historical securities allow visitors to trace the development of our modern financial economy all the way back to the 16th century. The exhibition focuses on illustrating the dynamic relationship between the financial industry and industrialization throughout history as well as the significance of the Swiss financial market for daily life across generations.

What are stocks? How are they traded on stock exchanges? And are we heading toward a cashless future? Audio installations, interactive video sequences and touchscreen animations provide visitors to the museum with a fun way of learning more about the players, processes and developments in the Swiss financial centre. For the first time, the general public is able to see a simplified version of the training programme used to prepare stockbrokers for working on the Swiss stock exchange, while the "stock exchange game" lets visitors run through a day on the Swiss stock exchange.

This year's special exhibition, "Famous – From the collection of the Finance Museum", gives visitors an insight into the lives of famous people, including Charlie Chaplin, Maria Theresa, Johann Wolfgang von Goethe and many more, through the prism of historical securities.

The museum offers private guided tours as well as regular public tours that visitors can join. An audioguide app in German or English can be downloaded free of charge from either Google Play Store or the Apple App Store.

Media images for the Swiss Finance Museum can be found here: [www.finanzmuseum.ch/medien](http://www.finanzmuseum.ch/medien)

If you have any questions, please contact Julian Chan, Media Relations.

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#### Swiss Finance Museum

The Swiss Finance Museum is the first of its kind in the banking nation of Switzerland. It houses a multimedia exhibition on the fundamental significance of the financial market and its infrastructure for our everyday life, and illustrates the origins of our economic system. It focuses on stock exchange trading, the capital market, financial instruments and payment transactions. The museum is run by the foundation Collection of Historical Securities, a charitable foundation established by SIX in 2001. The foundation owns one of the most significant collections of historical securities

worldwide with some 10,000 securities from more than 150 countries. The highlights of this collection are exhibited in the museum.

[www.finanzmuseum.ch](http://www.finanzmuseum.ch)

**SIX**

SIX operates the infrastructure underpinning the Swiss financial sector and offers a comprehensive range of services around the world in the fields of securities trading and settlement, financial information and payment transactions. The company is owned by its users (approximately 130 banks of various orientation and size). Its workforce of over 4,000 employees and presence in 25 countries throughout the world generated operating income of CHF 1.8 billion and a Group net profit of CHF 221.1 million in 2016.

[www.six-group.com](http://www.six-group.com)