



MARCH 2022

HSG INNOVATION TROPHY CASE STUDIES

ABOUT THE COMPANY

Leonteq is a Swiss fintech company with a leading marketplace for structured investment solutions. Based on proprietary modern technology, the company offers derivative investment products and services and predominantly covers the capital protection, yield enhancement and participation product classes. Leonteq acts as both a direct issuer of its own products and as a partner to other financial institutions. Leonteq further enables life insurance companies and banks to produce capital-efficient, unit-linked pension products with guarantees.

Leonteq offers B2B and B2B4C services for more than 1,000 financial intermediaries in more than 50 markets globally and is transforming the pension savings market with an innovative D2C solution.

Leonteq has a strong capital base of CHF 873.6 million as of 31.12.2021 and investment grade ratings assigned by renowned rating agencies. Leonteq's shares are listed on SIX Swiss Exchange. 39% of its equity capital is held by a shareholder group comprising Raiffeisen Switzerland and the two founding partners, Lukas Ruffin and Sandro Dorigo. The remaining 61% is distributed among institutional investors as well as Swiss retail shareholders.

Leonteq's workforce consists of 524 experts who administer CHF 16 billion of assets on the platform and support the continued development of the Group's unique ecosystem. In addition to its headquarters in Zurich, Switzerland, the Group has offices in 13 other locations: Amsterdam, Dubai, Geneva, Guernsey, Frankfurt, Hong Kong, Lisbon, London, Milan, Monaco, Paris, Singapore and Tokyo.

Leonteq's vision is to be the leading marketplace for structured investment solutions. Its mission is to deliver quality products and services to our partners and clients. This is achieved by upholding the Group's core values, which form the essence of corporate culture. Every day, Leonteq's people work with passion and dedication, combining their expertise and delivering quality services for Leonteq's clients and partners.

For more information, please refer to the [company's website](#), including the recently published [Annual Report 2021](#).

CASE 1: DIVERSIFICATION AND INCLUSION

Initial situation

Leonteq is a global company and employs people from many different backgrounds. The diversity of its workforce enriches the company, as each individual brings specific expertise to the company. The different cultural backgrounds of Leonteq's employees help to create a diverse environment with mixed teams whose varied profiles and experience have a positive impact on the business by ensuring a range of perspectives – resulting in more diverse outcomes. In 2021, our workforce included 437 male and 98 female employees from 50 different nations.

Leonteq has several Human Resources-led initiatives and policies in place to increase gender diversity within the company. As a fintech company in the financial sector with a large portion of its staff in sales and IT roles, Leonteq is aware of the challenges faced when seeking to increase gender diversity. As with the nature of these two disciplines across the industry, Leonteq's IT and front office staff (IT & Operations and Investment Solutions) have some of the lowest ratios of female employees. Leonteq nevertheless considers diversity across ranks and functions to be a very important factor to help it remain competitive and to position the company as an employer of choice. It is therefore working to improve its diversity ratios.

Objectives

Leonteq invites you to find new ways to support the diversification of our staff and client base.

1. How can Leonteq attract and retain more female fintech talent in times of (post-) pandemic hybrid work – especially in Senior Leadership roles?
2. How can Leonteq rebalance gender inequality in teams and foster a true representation of female, male and non-binary employees overall?
3. How can Leonteq make sure that they are building products and services that advance the ways in which women contribute to and access structured investment solutions?

CASE 2: SOCIAL MEDIA

Initial situation

Leonteq's corporate communications activities encompass a range of online and offline channels in order to share information with its stakeholders in the most effective way possible. The Group is committed to providing timely and adequate information to its stakeholders so that they can make informed decisions about Leonteq as well as the company's product offering. Leonteq uses targeted communication methods and various platforms, and publishes all its corporate and product news on its website. Leonteq reports all relevant information on time to fulfil its regulatory obligations as a securities firm and SIX-listed company. Leonteq is also active on LinkedIn, Twitter, Facebook and YouTube and reaches different target groups through these channels.

Social media increasingly gains importance as a source of news and information for different user groups. However, as the load of information increases, being considered a "trustworthy" source to followers is key for channel owners. Therefore, the focus for brands has moved from one-way communication to building lasting communities.

Objectives

How can Leonteq build a community and how can the company increase conversation? What are the peculiarities in the financial industry in this regard?

1. Establish Leonteq as a trustworthy brand for relevant content, information and news
2. Build a community and increase conversation with followers
3. Instrumentalise social media channels as part of the customer journey to generate sales

CASE 3: STAKING IN CRYPTO

Initial situation

Leonteq has been a pioneer in offering structured products on crypto assets by issuing tracker certificates on the main crypto assets since 2017 in Switzerland. Leonteq also offered its clients the world's first short tracker certificate on Bitcoin in 2017, the first exchange traded actively managed strategy in 2018 as well as the world's first reverse convertible on Bitcoin in 2019 and has won the Swiss Derivative Award for alternative underlyings two years in a row. Leonteq today has a leading position in the DACH region in offering crypto assets in a securitised format. On Leonteq's platform for investment solutions, institutional and retail investors can select products from the largest available universe with a total of 25 crypto assets, including Bitcoin, Ether, Cardano, XRP and Solana.

Leonteq is currently expanding its crypto asset capabilities and would like to explore additional areas of the crypto world.

Objectives

With the help of HSG Innovation Trophy, Leonteq would like to investigate staking contracts, the governance around it and how to data points relating to staking.

1. Understand the risks involved in staking
2. Develop a risk framework
3. Apply that risk framework to the major PoS protocols supported by Leonteq

There are no limits to the proposals. The first step is to convince the jury (which consists entirely of Leonteq representatives) of your idea and your team. To do this, you will write an exposé (see below for a detailed description). If your exposé is accepted, you will be admitted to the second round and can now further develop your idea together with an assigned mentor before finally presenting it to the jury on site at Leonteq's headquarters in Zürich. The following guidelines and evaluation criteria must be taken into consideration when developing the idea.

Central evaluation criteria for the case (non-exhaustive)

1. out-of-the-box thinking / innovation
2. relevance of the topic for Leonteq in relation to the basic objectives
3. consistency of the concept including justification of the decisions
4. applicability / feasibility for Leonteq

EXPOSÉ

Convince Leonteq with a short description of your ideas why you should participate in the HSG Innovation Trophy. You are welcome to describe several different approaches and supplement them with visualizations and any market figures.

The following points should be taken into account:

- Short description of the team (participants with name, first name, field of study, expectations of the case)
- Brief description of the idea
- Planned procedure including expected input and required information from Leonteq
- At least 1 to a maximum of 3 pages of text (excluding any graphics), to be submitted as a PDF to: info@studentsbusinessclub.com
- The documents can be submitted English