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## Background information regarding „BeneFaktorIndex®“ and „BeneFaktorZertifikat®“



### **What are BeneFaktorIndex® and BeneFaktorZertifikat® - and what are they for?**

Each BeneFaktorIndex® addresses a socially relevant, future related topic and the associated BeneFaktorZertifikat® is the product that investors can purchase. Topics include all tomorrow's topics: From big topics concerning everybody (such as basic human rights, environmental protection, animal welfare and nature conservation, mobility concepts), to more individualistic topics like lifestyle, sports, culture and much more.

BeneFaktorZertifikat® are open-ended index tracker certificates based on an existing index (BeneFaktorIndex®) and they are always dedicated to a socially relevant and future oriented topic. 10% of their annual fees are dedicated to support a non-profit organization that effectively implements the same socially conscious values. BeneFaktorIndex® are mission conform, meaning investors can rest assured that they are investing in a fair and reputable cause not only with a donation\* but in the support of a mission conform initiative.

Investing strictly with the mission in mind is called mission conform or impact investing. To put it plainly, impact investments are designed to yield, in addition to financial return, positive and quantitative change in the social and environmental sectors. A BeneFaktorZertifikat® allows investors to make a twofold contribution with one simple investment decision.

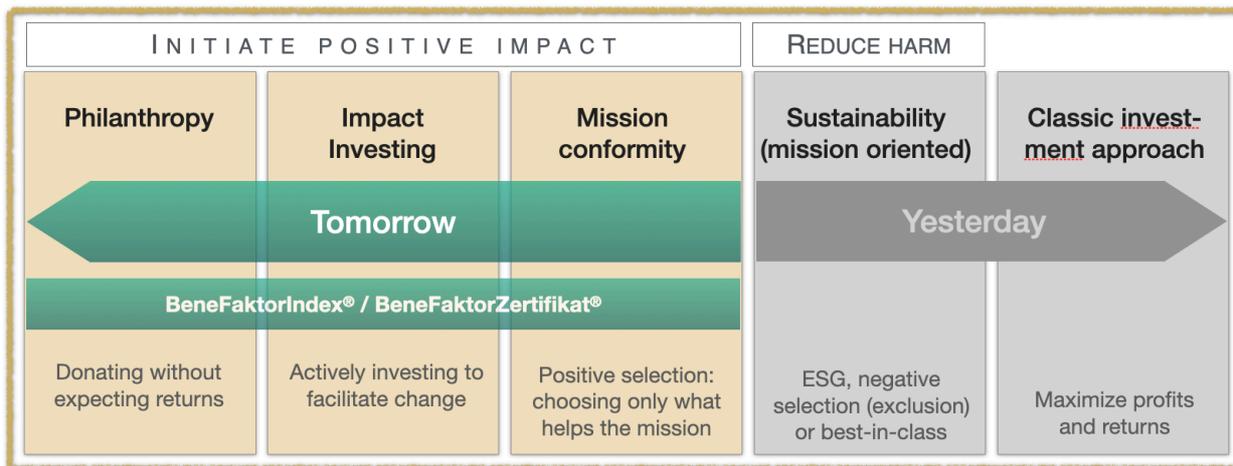
They directly combine both impact investing (mission conform) and philanthropy (automatic donations\*). This unique and obviously simple combination makes them the worlds first “benefactor certificates” or “donation certificates” within the financial industry.

\* Note: Donations are being given freely and on a voluntary basis, there are no underlying contracts or other binding arrangements with the beneficiaries.



Have you ever considered what effects your investment decisions have?  
What world do you want to help shape with your investment?

## BeneFaktorIndex® / BeneFaktorZertifikat® One investment - double impact



- BeneFaktorIndex® and BeneFaktorZertifikat® combine mission conform investments with impact investing and an annual donation relating to a socially relevant, future related topic. The topic is named in the product name (BeneFaktorIndex®, BeneFaktorZertifikat®) and determines investment rules as well as the choice of beneficiaries.

### „BeneFaktor-Zertifikat® democratise philanthropy and impact investing.“

Philanthropy and impact investing are both terms used to describe the planned and systematically executed act of furthering a good cause. Systematic giving is called „philanthropy“ whereas systematically investing in a mission-aligned way is called „impact investing“. Historically, both approaches have been available only to very wealthy individuals. The BeneFaktorZertifikat® is changing that. Now philanthropy and impact investing are possible for everybody.

How is a BeneFaktorIndex® being allocated?

First of all, and as basic as this might sound, it has to be clear that any investor should be able to understand their investments and, why they become part of their investment portfolio.

In order to achieve this, apart from expecting everyone to become extremely proficient in financial affairs, there is the simple option of making an investment that actually is easy to understand. What is the most important aspect that makes a financial product „understandable“? It has to be transparent and how it works must be logical. This is why each BeneFaktorIndex® has a clear set of individual rules - each has its own set of rules, according to their purpose. These rules safeguard the bespoke nature and strict mission alignment of each BeneFaktorIndex®. They also make sure only shares of companies who are fit for this particular purpose are being chosen. So, as a result of following a transparent and logical approach, following clear rules according to each purpose, the result is a BeneFaktorIndex®.

It is fair to say that BeneFaktor-products are straightforward investment products. There are no hidden caveats or strange leverage practices. What you see is what you get - a no frills investment product dedicated to the common good and a specific cause.



The selection of a specific corporate stock for any BeneFaktorIndex® can only be accepted into the BeneFaktorIndex® when it is either proven or it can be reasonably assumed that the company either addresses or provides a solution for or avoids the issue named in the title of the BeneFaktorIndex®. Some stocks are selected because the corporation is seriously pursuing solutions for a problem while others are selected because the corporation avoids the whole issue altogether and finds alternative, i.e. better, ways to deal with it. The selection of specific stocks rests, in a high degree, on the dedication companies show in ameliorating a certain issue and how big their relative contribution towards a better future is.

*For example: A cosmetic company has many brands. One of the brands is free of animal cruelty. This doesn't make the whole company free from animal cruelty.*

*Or: A cosmetic company does not conduct animal tests, but commissions other companies for that. Said corporation only purchases and uses the results of animal testing. This also does not make the company free from animal cruelty and obviates them being selected for the „BeneFaktorIndex® NO ANIMAL TESTING“. - This unique approach cannot be stressed enough, since by today's standard best-in-class-approach many such companies would probably be considered appropriate, owing to the fact that many other companies conduct animal tests themselves while this particular contestant „only“ purchases them. Genuinely animal-cruelty-free companies do not conduct animal tests nor do they commission or buy them. Only those genuinely cruelty-free corporations are being chosen for the „BeneFaktorIndex® NO ANIMAL TESTING“.*

A BeneFaktorZertifikat® enables investors, for the very first time, to specifically invest where they identify with a mission. The automatic donation\* is usually pledged to the organization with the most clout and impact on public opinion in that particular topic.

Due to the recurrent nature of the BeneFaktorZertifikat® donation\*, all beneficiaries can plan with this money longterm. Since many charitable organizations depend on donations, a reliable and recurrent donation is highly welcome. Even more so because the raising of donations usually requires a lot of work, time and money and the success of it all is never really sure beforehand. Most of the chosen beneficiaries are large and well known charities and this is entirely intentional. It is important, that the money invested in any BeneFaktorZertifikat® as well as the donation of each BeneFaktorZertifikat® has the highest possible effect. This is why we choose mainly large organizations: the beneficiaries must be able to realize large projects with high impact in order to facilitate change.

To boost the impact of each BeneFaktorIndex®, the research of beneficiaries and other organizations in the same field are taken into account. Many organizations provide helpful information and assessments, which are included in the BeneFaktorIndex® research wherever available and feasible. Of course only listed shares can be incorporated in the BeneFaktorIndex®, any other form of stocks cannot be considered. And of course by including a company's stock one always „buys“ the whole company, not single brands or business units. So it is necessary to evaluate the whole company - and this sometimes leads to exclusion, maybe even despite perfectly fitting single business units or individual brands.

After the initial phase of issue, which in Germany lies exclusively with comdirect (a brand of Commerzbank AG), every BeneFaktorZertifikat® will be listed on the stock exchange (Germany: Börse Frankfurt Zertifikate, Switzerland: BX Swiss). From the moment of listing every BeneFaktorZertifikat® will be available through most banks or other financial service providers.

\* Note: Donations are being given freely and on a voluntary basis, there are no underlying contracts or other binding arrangements with the beneficiaries.



The team behind BeneFaktorZertifikat® and BeneFaktorIndex®

**Issuer:**

Every BeneFaktorZertifikat® is being issued as open-end index-tracker certificate by Leonteq Securities AG, Zürich (or subsidiaries) ([www.leonteq.com](http://www.leonteq.com))

**Index administrator:**

The BeneFaktorIndex®, the underlying basis of a BeneFaktorZertifikat® is being administered by LIXX GmbH, Düsseldorf ([www.lixxinnovation.com](http://www.lixxinnovation.com))

**Sales and distribution:**

During the initial phase of issue in Germany, retail sales lies exclusively with comdirect (a brand of Commerzbank AG), Frankfurt ([www.comdirect.de](http://www.comdirect.de))

**Idea, concept and index allocation:**

Daubenthaler & Cie., Stuttgart ([www.daubenthaler-cie.de](http://www.daubenthaler-cie.de))

We consider ourselves representatives of a new generation, who is keenly aware of the possibilities and the leverage financial markets can provide in financing better solutions for tomorrow. We specialize in developing ideas and products to make money and wealth a force for good and ensuring a healthy and sustainable world for us and our fellow creatures.

To make sure products are easily identifiable, only true BeneFaktor-products may carry this logo:



Our partners support us in our quest for integrating the public good in financial products. For this we would like to say „Thank You“ and "Danke Schön“, especially in the name of those who benefit from our efforts.



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