

AGEFI

– MEDIAKIT 2023 –

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FONDÉE EN 1950

Les Bourses de Zurich et Shanghai freinées dans leur collaboration

ACTIONS. Le programme Stock connect permet des cotations croisées sur les marchés suisses et chinois. Pour Berne tout est presque prêt, mais pas à Pékin, observe le président de SDX et plusieurs pays occidentaux, mais les liens économiques sont toujours aussi intenses, malgré de pointues frictions entre les gouvernements», souligne Thomas Wetzlar. En outre, depuis 2021, le président de l'opérateur boursier déplace par ailleurs les «villes» entre Berne et Bruxelles, qui subissent au développement de son entreprise en Europe. L'ingénieur de formation explique aussi pourquoi SDX propose désormais à ses clients d'initier leurs transactions à la vitesse des câbles: **page 2, 10**

- GUERRE**
Les gérants de fortune face aux sanctions contre leurs clients russes **PAGE 3**
- CONSEIL**
Patricia Zarra quitte PensExpert pour prendre la direction de Lemania Pension Hub **PAGE 4**
- CONCILIATION**
Liberté, les syndicats et les chauffeurs se reverront le 12 juillet **PAGE 4**
- TECHNOLOGIE**
Global ID entame une phase industrielle de son développement **PAGE 4**
- EQUVALENCE BOURSIERE**
Le Conseil fédéral assure la protection de l'opérateur suisse **PAGE 5**
- ACTEURS**
Ce que le nouveau droit des successions change pour les entreprises **PAGE 6**
- ACTEURS**
«Hurricane of hunger», la dernière chronique du Discussion Board **PAGE 6**
- OBLIGATIONS & HAUT RENDEMENT**
Les défauts de paiement devraient rester limités, écrit Catherine Reichlin **PAGE 12**

Le «best of» de l'éco-finace en v.o.
Découvrez les derniers ouvrages d'économie en anglais, dont un récit sur les dessous de la Réserve fédérale, avec les fiches de lecture de Payot. **page 9**

La Suisse prépare ses propres notes ESG

Daniela Steffel, la secrétaire d'Etat aux affaires financières interkantales assure ne pas vouloir créer un monde boursier, déclare-t-elle dans un entretien avec L'Agefi. **page 8**

Les autorités suisses appelées à rapidement appliquer l'imposition des multinationales à 15%



Ueli Maurer. Le conseiller fédéral a proposé un nouvel impôt fédéral pour appliquer en Suisse l'impôt minimal décidé au sein de l'OCDE. Economistes demandent de le mettre en œuvre sans tarder pour éviter que les revenus des groupes concernés ne soient taxés à l'étranger. **page 5**

EDITORIAL JOHAN FRIEDLI

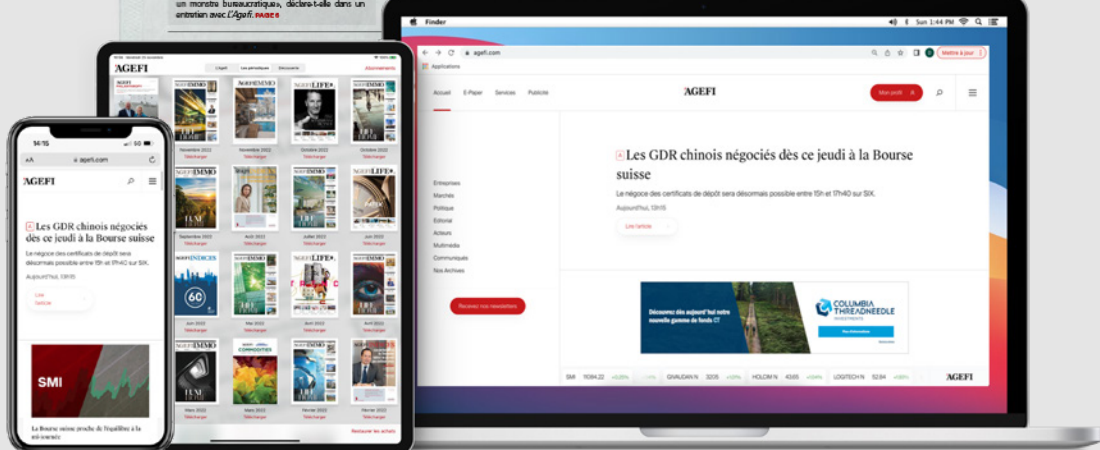
Ne pas reproduire les erreurs du fonds Schneider-Ammann

Berne veut mettre sur pied un nouveau fonds pour l'innovation. Si l'intention peut paraître louable, le risque est élevé de gaspiller des capitaux et des efforts sans grand succès. Le succès de la déconvenue du projet lancé par l'ex-conseiller fédéral Johann Schneider-Ammann est encore frais. Rappelé en grande pompe, le Swiss Entrepreneur Fund n'a pas rassemblé les capitaux attendus comme l'Agefi rapportait fin 2021. Un bilan à nuancer car il a, par exemple, permis à la start-up realtech L'empire d'entamer sa phase industrielle. Le Conseil fédéral a chargé le Département de l'économie de tirer des lignes directrices du futur fonds. C'est l'étape la plus cruciale. Il est impératif de définir précisément où cet argent sera le plus utile, mais surtout de sa manière adéquate sur sa

Une certitude: les entreprises innovantes ont toujours besoin de capitaux. La situation des start-up suisses s'est toutefois nettement améliorée et elles accèdent bien plus aisément à du capital. Elles profitent d'un solide écosystème pour leurs débuts. Hausse des taux et potentielle récession incluent malgré tout à la prudence. Cependant, le financement de la croissance des jeunes pousses s'impose comme la tâche principale. Les start-up se retrouvent rapidement avec d'énormes besoins financiers. Être capable d'y répondre, c'est un enjeu crucial pour ces

Ce nouveau fonds aura aussi pour objectif de compenser la perte de certains instruments de programme-cadres européens ainsi que d'investir en faveur de la décarbonation. Des priorités essentielles mais qui rappellent une fois encore que les contours de cette initiative doivent être limpides. Elle ne doit pas rester un simple effet d'annonce. **page 6**

LINDEGGER OPTIQUE



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Reading «L'Agefi» is the guarantee that you won't miss out on any economic and financial news. «L'Agefi» is a true working tool which helps decision makers to follow their markets, the activity of their clients, competitors and suppliers, not to mention bigger trends and market regulations. Since 1950, the news specialist has also been a reliable source of information for investors and citizens.

«L'Agefi» offers a unique flow of information in French with a Swiss focus. Its content is available at all times on its digital platforms, computers, tablets or smartphones. Twice a week, on Wednesdays and Fridays, the paper and e-paper editions delve

into important topics and feature the most remarkable information of the moment. Economic debates also take place in its columns thanks to contributions from leading personalities and experts, and thanks to editorials defending the market economy.

«L'Agefi»'s readership is primarily made up of active people, members of company management or in managerial and human resources positions. It is the must-read paper of the financial centre in the French-speaking part of Switzerland. Its recognition rate in these target groups is close to 100% in Western Switzerland, and high in German-speaking Switzerland. It also serves as a reference in political circles.

Editor in Chief
FRÉDÉRIC LELIÈVRE

'AGEFI

RELEASE 2023

WEDNESDAY AND FRIDAY

Dates of non-publications: Wednesday 27th december.

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DIFFUSION

19'485 including 17'535 on our digital platforms

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L'Agefi subscribers; newsstands Naville / 7Days; additional contacts targeted on the eco-financial sector in Western Switzerland; Geneva airport and airline 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); also available in E-Paper version at www.agefi.com, iPad application (apps.apple.com) and on Cafeyn.co.

agefi.com

- 2'299'471 views / year

Newsletters et Apps:

- 6'000 sent by newsletter

Application:

- 12'120 applications installed
- 164'830 sessions / year
- 2'742'050 pushes send / year

REGULAR COLUMNS

Macroeconomics: Insights about the evolution of GDP, the labour market, monetary policy.

Politics: The observatory of framework conditions, monitoring of the important decisions taken by the Federal Council and Parliament.

Markets: Equities, bonds, private equity, real estate, investment funds, structured products, currencies, commodities, key informations on all asset classes.

Sustainable finance: A weekly dashboard to avoid greenwashing.

Editorials: What «L'Agefi» has to say on current affairs, always promoting entrepreneurship and the market economy.

Acteurs: The OpEd section on economic and financial issues, written by business leaders, employers' organisations as well as economic and financial experts.

Pécub's cartoon: The offbeat view of the cartoonist from «L'Agefi» on current events, every Friday.

GENERAL ADVERTISING RATES – BESPOKE DIMENSIONS

Advertising columns:	2	3	5	7	8	10
Effective width in mm	43	91	138	186	233	281
Editorial column equivalent:	1	2	3	4	5	6

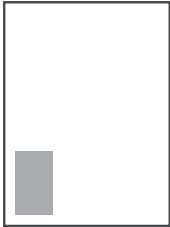
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	Black / White	Four Colours
Commercial advert:	3.17	3.73
Financial advert:	2.25	2.65
Sections*:	1.50	2.50

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

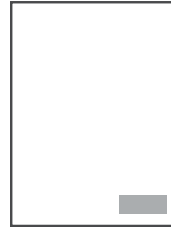
GENERAL ADVERTISING RATES - FIXED FORMATS - 2023

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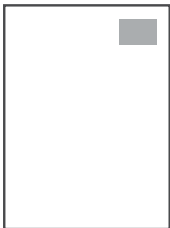
FRONT PAGE - Box (bottom left)

74 x 60 mm - Black / White **1'615.-**
 74 x 60 mm - Four colours **1'900.-**
 74 x 90 mm - Black / White **1'913.-**
 74 x 90 mm - Four colours **2'250.-**



FRONT PAGE - Box (bottom right)

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 Four colours **750.-**



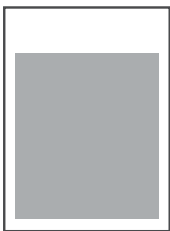
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 Four colours **375.-**



FRONT PAGE - Banner

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 Four colours **4'150.-**

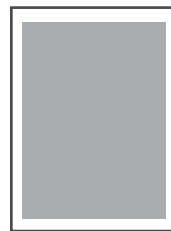


Mock front page

265 x 344 mm **22'000.-**

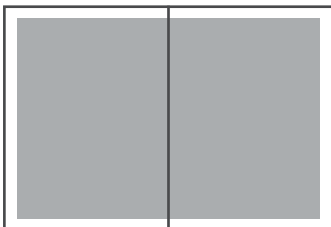
Mock front page double sided

265 x 344 mm / 281 x 396 mm **26'000.-**



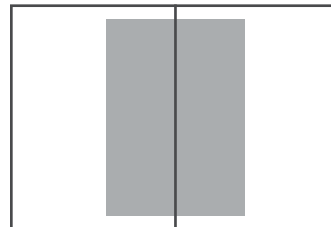
1/1 Full page

281 x 396 mm
 Black / White **10'200.-**
 Four colours **12'000.-**



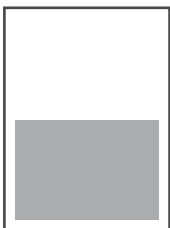
2/1 Panoramic double page

582 x 396 mm
 Black / White **14'025.-**
 Four colours **16'500.-**



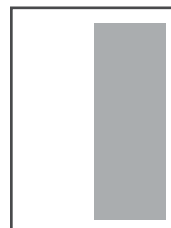
Centered page

295 x 396 mm
 Black / White **11'050.-**
 Four colours **13'000.-**



1/2 page - horizontal

281 x 198 mm
 Black / White **5'950.-**
 Four colours **7'000.-**



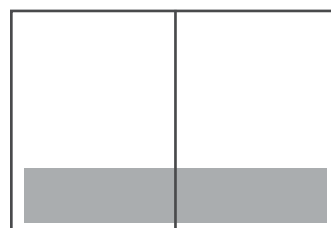
1/2 page - vertical

138 x 396 mm
 Black / White **5'950.-**
 Four colours **7'000.-**



Panoramic 1/2 page

582 x 198 mm
 Black / White **8'300.-**
 Four colours **9'800.-**

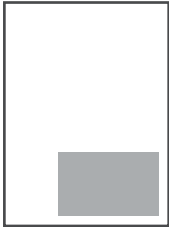


Panoramic banner

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 Black / White **6'400.-**
 Four colours **7'500.-**

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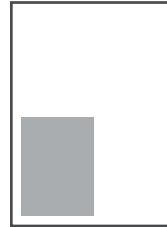
PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



1/4 page - horizontal

186 x 147,5 mm

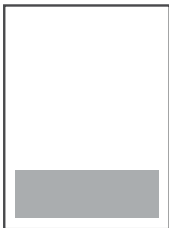
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Four colours **3'600.-**



1/4 page - vertical

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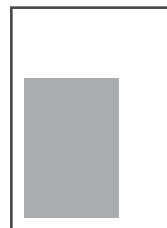
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Four colours **3'600.-**



Banner

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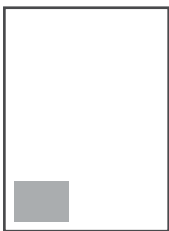
Black / White **4'165.-**
Four colours **4'900.-**



Junior page

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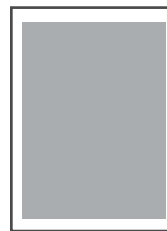
Black / White **8'075.-**
Four colours **9'500.-**



1/8 page

138 x 91 mm

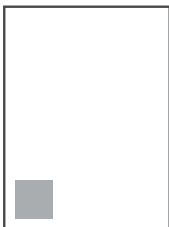
Black / White **1'530.-**
Four colours **1'800.-**



Last page / C4 Full page

281 x 396 mm

Black / White **11'700.-**
Four colours **13'800.-**



Last page / C4 Box (bottom left)

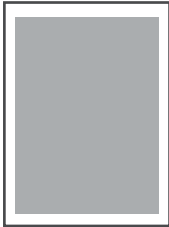
91 x 60 mm - Four colours **880.-**
91 x 32 mm - Four colours **470.-**

ADVERTISING RATES – SECTIONS – 2023

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)

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1/1 Full page

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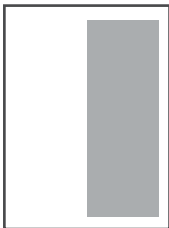
Black / White **5'940.-**
Four colours **9'900.-**



1/2 page - horizontal

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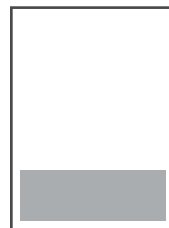
Black / White **2'970.-**
Four colours **4'950.-**



1/2 page - vertical

138 x 396 mm

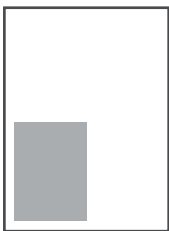
Black / White **2'970.-**
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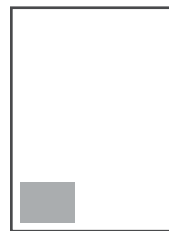
Black / White **1'365.-**
Four colours **2'275.-**



1/4 page - vertical

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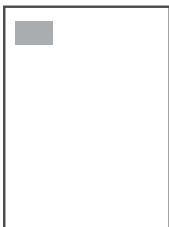
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Four colours **2'275.-**



1/8 page

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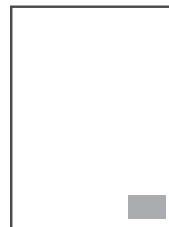
Black / White **682.50.-**
Four colours **1'137.50.-**



Front page Market Columns (top left)

44 x 16 mm

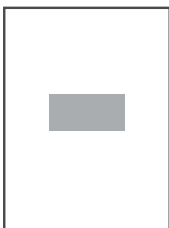
Four colours **175.-***



Front page Market Columns (bottom right)

90 x 38 mm

Black / White **450.-**
Four colours **525.-**



Pages «Investment fund» Box (centered)

138 x 90 mm

Black / White **1'550.-**
Four colours **1'850.-**



Pages «Investment fund» Box (bottom right)

68 x 90 mm

Black / White **815.-**
Four colours **965.-**

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- **Material** 2 open days prior publication - 10 a.m.
- **Cancellation** At least 2 open days prior publication (10 a.m.) in order not to incur cancellation fees

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