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Dear Shareholders,

The key indicators on the real estate market had painted a mixed picture at the outset of the financial year 2018. Expectations fundamentally pointed to a robust economic trend and persistent demographic growth. Forecasts for interest rates signalled a slow and moderate increase. All in all, Swiss Prime Site was able to cope very well under these general conditions and report positive results for the first six months.

Successful first half-year 2018

Swiss Prime Site closed the first half-year 2018 with favourable results. The Company once again boosted operating income by 10.3% year-on-year to CHF 585.3 million. The result is attributable to the good performance in the core business as well as in the Services segment. The Real Estate segment reported a 16.3% surge in income year-on-year, while the Services segment posted a 7.2% increase. The real estate portfolio reached a new record high with a value of CHF 10.8 billion. At the same time, the net vield remained stable at 3.7%. The vacancy rate declined noticeably from 5.5% to 4.7%. Realised profit climbed by 7.8% to CHF 152.0 million or by 15.4% to CHF 151.1 million excluding revaluations and deferred taxes. The corresponding earnings per share amounted to CHF 2.11 (+15.3%). Swiss Prime Site is confirming its set targets for the full-year 2018.

Further growth in core Real Estate business

Swiss Prime Site carried out significant investments in the core Real Estate business On the one hand, the Company was able to expand its portfolio with key acquisitions in a competitive market. On the other hand, the Group continued to forge ahead with development and new building projects. The strategy aimed at directing the focus of the real estate portfolio on excellent, very well-developed properties and sites proved to be correct once again. New leasing and renewal agreements comprising 96 407 square metres (6.1% of rentable floor space) were concluded in the first half-year 2018. The following transactions took place within the real estate portfolio in the first half-year 2018:

 Swiss Prime Site succeeded in acquiring a fully leased property site in Regensdorf with a promising future.

- The Company also acquired attractive properties in Zurich Altstetten and Monthey (canton Valais) destined for projects in the fields of urban logistics and assisted living, respectively.
- The real estate portfolio will be enriched in the future with a fully leased office property located in Zurich's city centre at Beethovenstrasse 33, near Paradeplatz and the lake. The closing took place at the outset of July 2018.
- As already envisaged, the «Weltpost Park» project in Berne was divested. The existing composition comprising three residential buildings will be completed and transferred to the buyer, Allianz Suisse, in turnkey condition at the beginning of 2020.

Segment Services also turn in good performance

The Services segment comprises Wincasa, Tertianum, Jelmoli - The House of Brands and Swiss Prime Site Solutions, Overall, these real estate-related services exhibited impressive results in the first half-year 2018 as well. Wincasa is currently undergoing a transformation phase. On the basis of general digitalisation, services here are being more ideally tailored to clients. Tertianum is growing through new business operations and introducing a significant new resource-planning system aimed at noticeably upgrading and enhancing procedures, processes and customer service. Jelmoli is performing amid a challenging market environment. Projects for introducing a universal e-commerce strategy as well as establishing a second foothold at

Key figures first half-year 2018

2.11

Earnings per share (CHF)¹ +15.3% year-on-year

10.8

Portfolio (CHF billion) +5.4% year-on-year 4.7

Vacancy rate (%)
-14.6% year-on-year

¹ excluding revaluations and deferred taxes

Zurich Airport are proceeding favourably. Overall, these initiatives are resonating powerfully, leading to improved results that are in line with expectations.

Positive outlook and confirmation of targets for 2018

Swiss Prime Site predicts that overall economic conditions will remain favourable, with further growth impetus manifested in the results. The targets set at the outset of 2018 for the current financial year are hereby confirmed, which include a boost in operating

income and EBIT before revaluations as well as a persistently low vacancy rate. Recurring revenues from real estate development projects will also provide a significant contribution to EBIT. The development pipeline with volumes of more than CHF 2 billion will pave the way for further room for growth opportunities. The Company anticipates additional growth from the real estate-related Services segment. Furthermore, Swiss Prime Site reiterates its shareholder dividend policy.





Hans Peter Wehrli

Chairman of the Board of Directors

René Zah

Chief Executive Office

Summary of key figures

	in	30.06.2017	31.12.2017	30.06.2018
Fair value of real estate portfolio	CHF m	10 263.7	10 633.1	10819.1
Rental income from properties	CHF m	231.1	469.9	240.9
Vacancy rate	%	5.5	5.2	4.7
Income from real estate developments	CHF m	_	51.7	25.0
Income from real estate services	CHF m	57.8	120.0	58.9
Income from retail	CHF m	60.8	136.2	59.6
Income from assisted living	CHF m	175.9	359.9	193.8
Income from asset management	CHF m	2.2	9.9	3.4
Total operating income	CHF m	530.5	1 154.8	585.3
Revaluation of investment properties,	CHF m	37.4	65.9	35.0
net				
Result from investment property sales, net	CHF m	0.3	0.3	6.3
Operating result (EBIT)	CHF m	215.8	470.6	232.9
Profit	CHF m	141.0	305.5	152.0
Equity ratio	%	43.1	43.1	41.2
Return on equity (ROE)	%	6.0	6.4	6.4
Return on invested capital (ROIC)	%	3.4	3.5	3.4
Earnings per share (EPS)	CHF	1.97	4.27	2.13
NAV before deferred taxes per share ¹	CHF	79.94	82.87	81.80
NAV after deferred taxes per share ¹	CHF	64.63	66.85	65.25
Figures excluding revaluations and deferred taxes				
Operating result (EBIT)	CHF m	178.4	404.8	197.8
Profit	CHF m	131.0	307.4	151.1
Earnings per share (EPS)	CHF	1.83	4.30	2.11
Return on equity (ROE)	%	5.6	6.4	6.4

Further details regarding the financial results can be found in the Semi-Annual Report 2018 at www.sps.swiss.

¹ Services segment (real estate-related business fields) included at book values only

Success story

Fair value of the real estate portfolio in CHF billion

10.8

10.6

10.1

9.8

9.3

8.8

8.2

8.1

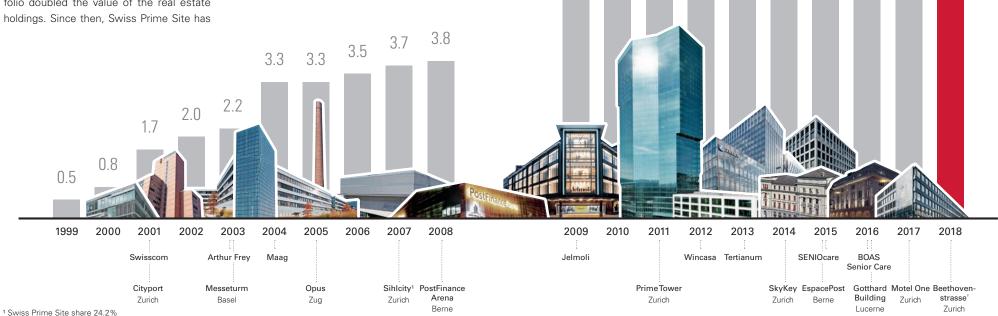
8.0

9.7

Swiss Prime Site was founded in 1999. The Company is the largest stock exchange-listed real estate group in Switzerland. Currently, its property portfolio is valued at CHF 10.8 billion.

Swiss Prime Site has continuously expanded it portfolio through acquisitions, developments and conversions as well as a strong focus on prime locations. The purchase of Maag Holding AG with the Maag Site in Zurich-West counts among the most paramount acquisitions to date, where Prime Tower and the surrounding buildings were constructed. The acquisition of the Jelmoli property portfolio doubled the value of the real estate holdings. Since then, Swiss Prime Site has

executed key strategic acquisitions with Wincasa and Tertianum. Furthermore, significant self-development projects such as SkyKey in Zurich and EspacePost in Berne or conversions of former office space (for example, Motel One Basel and Zurich) have paved the way for generating additional growth and value in addition to creating premium loca-



6

² July 2018

Board of Directors



Prof. Dr. Hans Peter Wehrli Chairman Member since 29.04.2002 ³



Mario F. Seris Vice-Chairman Member since 27.04.2005 ^{2,3}



Christopher M. Chambers
Member since 22.10.2009 1.2



Dr. Rudolf Huber
Member since 29.04.2002 1



Thomas Studhalter
Member since 27.03.2018 1



Dr. Barbara Frei-Spreiter Member since 27.03.2018²



Klaus R. Wecken Member since 22.10.2009

Swiss Prime Site's Board of Directors comprises personalities from Switzerland's economy and society. The years of extensive experience of the individual board members in various fields paves the way for a balanced, long-term-oriented body.

- ¹ Audit Committee
- ² Nomination and Compensation Committee
- ³ Investment Committee

Executive Board



Franco Savastano CEO Jelmoli René Zahnd CEO Swiss Prime Site Oliver Hofmann CEO Wincasa

Markus Meier

Peter Lehmann

Luca Stäger

CFO Swiss Prime Site

CEO Swiss Prime Site Immobilien

CEO Tertianum

Swiss Prime Site's Executive Board comprises the Chief Executive Officers of the group companies Swiss Prime Site Immobilien, Wincasa, Jelmoli and Tertianum as well as the Group's CEO and CFO.



Strategy

Investments and focus

Swiss Prime Site Group's objective is aimed at achieving constant growth and a sustainable trend in profitability. To realise this goal, the Company has executed substantial investments in the core Real Estate business. First-class properties with attractive yields located in Switzerland are regarded as the focal point of this strategy. With a 42% share, Zurich currently accounts for the most important strategic region in the real estate portfolio valued at more than CHF 10.8 billion. The Lake Geneva region also plays a key role in realising growth. Swiss Prime Site focuses on commercial property, utilising its own know-how in sustainably developing, re-positioning or modernising properties and sites.

Earnings diversification and synergies

Existing real estate-related business fields are being expanded in order to further strengthen diversification of the business model. Swiss Prime Site currently boasts attractive group companies with Wincasa, Tertianum, Jelmoli and Swiss Prime Site Solutions. These group companies provide

services for the Group as well as for third parties that are heavily in demand on the market, against the backdrop of the core Real Estate business. The goals are focused on significantly boosting the contributions to revenues and operating income in addition to enhancing the synergies within the Group and individual group companies.

Innovation and sustainability

As Switzerland's largest listed real estate company. Swiss Prime Site aims to be a leader in the realm of innovations. Hence, the Company has created positions at the Group level and in the individual group companies that are exclusively engaged in developing innovative technologies, techniques and processes. The objective is directed at equipping the Group for facing future challenges and changing markets - particularly amid times of disruptive transitions. The key factors include sustainability, in addition to innovation and digitalisation. In all these aspects, conscious sustainability-oriented management ensures the future viability and success of the Company.

2018 targets

<5%

±45 %

6-8%

Vacancy rate E

Return on equity

Business model

From space to living spaces

The core of Swiss Prime Site's business model is formed by development, construction and management as well as company and third-party utilisation of properties. The objective of this core process is aimed at sustainably generating value and expanding the real estate portfolio. Sites and properties are developed into projects according to the highest standards for current and future market needs. Swiss Prime Site finances these projects and designates partners for the construction process. Following completion, the properties are marketed, managed and transferred to tenants for their utilisation. At the end of their life cycle, the properties are redeveloped or converted, enabling the cycle to commence anew

The property portfolio is supplemented by acquisitions and optimised through divestments within the value-creation chain. Revolving around the core of the business model, superordinate business processes ensure that the relevant know-how is expanded within the Company while access to markets and resources is secured. Furthermore, marketing and branding as well as modern information technology and contemporary employee development underpin the creation of «space to living spaces».

Sustainably developing spaces in line with needs

At a more overriding and therefore more

social level, the most notable inspirations are incorporated that have a significant impact on the business model. Relevant trends such as digitalisation, demographic changes or immigration can lead to enlargements and adjustments of the value-creation chain. Market trends like revitalisation of industrial sites that are no longer contemporary or changes in the interest rate environment count among the additional influencing factors.

Vertically integrated group companies

The group companies Swiss Prime Site Immobilien, Wincasa, Tertianum, Jelmoli and Swiss Prime Site Solutions constitute the integral elements as well as the basis of Swiss Prime Site Group's integrated business model. The real estate portfolio comprising roughly CHF 10.8 billion in properties is actively expanded and optimised by Swiss Prime Site Immobilien through acquisitions, developments, conversions, construction, financing and where necessary divestments. Wincasa plays a role through acquiring, managing, marketing and selling properties throughout the value-creation hierarchy as a link in the chain. Tertianum as services provider in the assisted living sector in addition to Jelmoli as premium department store utilise properties in the portfolio and also contribute to further strengthening the business model.

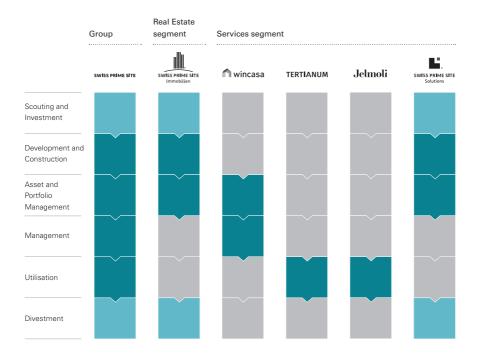
Swiss Prime Site Solutions as asset manager since 2017 provides core processes services for third parties with acquisition, development, conversion, construction, financing and sales.

The value-creation processes of the group companies are intentionally not fully centralised and generate – beyond the aforementioned integrated elements of the business model – further contributions for Swiss Prime Site Group's long-term success.



Swiss Prime Site's integrated business model

Group companies





The investment focus of the core Real Estate business is directed at investments in high-quality properties in prime locations. These properties are mainly used by commercial tenants. Other key activities within the core business include conversion, development and modernisation of entire sites.

240.9

Rental income from properties in CHF million

10.8

Real estate portfolio in CHF billion

wincasa

Wincasa is the leading integrated real estate services provider in Switzerland. The company's innovative services portfolio encompasses the entire life cycle of properties. Assets under management amount to around CHF 67 billion. Wincasa is regarded as a first mover in the field of digitalisation (tenants' portal «My Wincasa») in the real estate sector.

58.9

Income from real estate services in CHF million

67

Assets under management in CHF billion

TERTIANUM

Tertianum Group is the leading provider in the assisted living and geriatric care sector in Switzerland. Quality-conscious living and autonomy, individual services, security as well as care and support are at the heart of Tertianum. The group operates 77 residences as well as residential and geriatric care centres throughout Switzerland.

193.8

Income from assisted living in CHF million

77

Number of business operations

Jelmoli

Jelmoli – The House of Brands in Zurich is Switzerland's leading premium department store. Roughly 40% of the retail floor space of 23 800 square metres generates sales from third parties according to the shop-in-shop model. The rest of the floor space is self-managed by Jelmoli. A new branch at Zurich Airport will open from 2020.

59.6

Income from retail in CHF million

23800

Retail floor space in square metres



Swiss Prime Site Solutions is an asset management company focusing on the real estate sector. The business field develops tailor-made services and investment products for third-party clients. The objective is aimed at generating solid and attractive earnings with low risk, regardless of the yield environment.

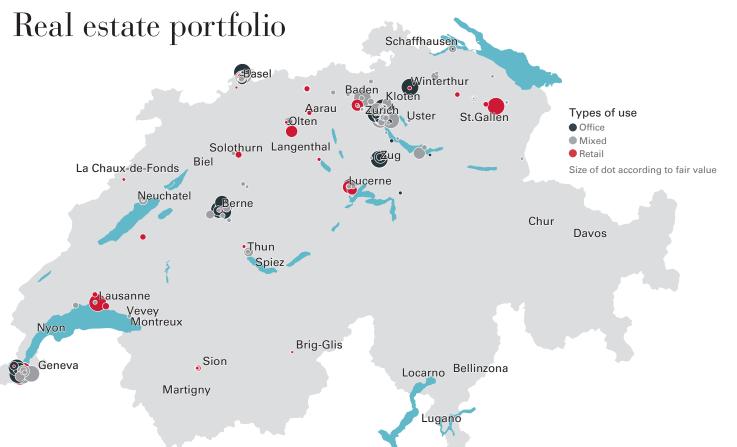
3.4

Income from asset management in CHF million

1.5

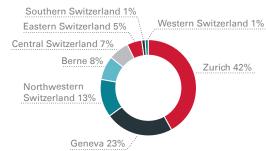
Assets under management in CHF billion





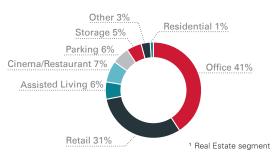
Portfolio split by region

Basis: fair value as at 30.06.2018



Portfolio split by type of use1

Basis: net rental income as at 30.06.2018



Expansion and growth

The founding of Swiss Prime Site in 1999 by the Credit Suisse Pension Fund, Siemens Pension Fund and Winterthur Life (today: AXA) laid the foundation for the current real estate portfolio. The value of the real estate holdings grew through acquisitions and significant self-development projects to roughly CHF 3.8 billion (2008) within less than ten years. With the acquisition of the Jelmoli properties in 2009, the Company more than doubled its real estate portfolio. Additional key projects considerably boosted the level of quality and size of the real

estate portfolio. Another spurt in growth followed with the acquisition of the three real estate-related services providers Tertianum (2013), SENIOcare (2015) and BOAS Senior Care (2016). The fair value of the real estate held by Swiss Prime Site amounted to CHF 10.8 billion as at mid-2018.

Geographic allocation

Swiss Prime Site's real estate portfolio boasts a high level of quality of property and location, without exception. According to Wüest Partner, roughly 80% of the Group's properties rank in the quadrants with the highest quality based on the overall market. The majority of properties (76%) are located in German-speaking Switzerland. In this context, canton Zurich and particularly Zurich City account for the lion's share in this region with 42%. Another region in the spotlight is Geneva (23%).

Utilisation

Swiss Prime Site has focused its portfolio of high-quality, value-retaining properties situated in prime locations primarily on commercial and services businesses and their needs. Of the total 1.6 million square metres of available floor space, 41% are leased as office and 31% as retail properties at present. The real estate portfolio's maturity profile is long term and thus attractive. Roughly 25% of net rental income is generated with rental agreements with a term of ten years or more. Another 33% of the portfolio is subject to renewed leasing at terms of between four and nine years.

18

Project pipeline

Development and project planning

One of Swiss Prime Site Immobilien's strengths is its ability to develop its own projects. This paves the way for the Company to operate with a high degree of independence from market cycles.

Development projects are based on the Group's strategic targets aimed at boosting organic growth and increasing corporate profitability. Earnings from completed projects are realised in the form of revaluation gains, rising rental income and sales proceeds. New projects developed by Swiss Prime Site Immobilien generally exhibit above-average net yields versus the market as well as the existing portfolio.

The investment volume (including share of land) of Swiss Prime Site Immobilien's project pipeline amounts to roughly CHF 2 billion as at mid-2018

Projects under construction

Construction projects comprise an investment volume (including share of land) of roughly CHF 800 million. In this context, the constructed rental floor space will amount to approximately 157 000 square metres and generate rental income of around CHF 45 million per year. Overall, six projects are under construction at present. The most significant investments are being carried out in the large-scale «Espace Tourbillon» building complex in Geneva, with a volume of CHF 233 million.

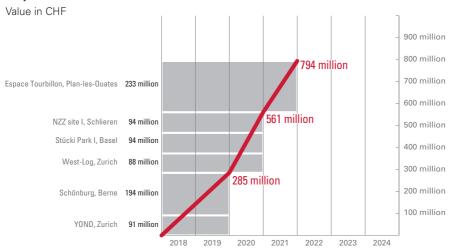
Two buildings of the five structures to be erected were already sold shortly after the construction start date in the second half-year 2017. The objective here is aimed at realising another partial sale. Projects under construction exhibit an average net yield that exceeds the current portfolio mean.

Projects in planning phase

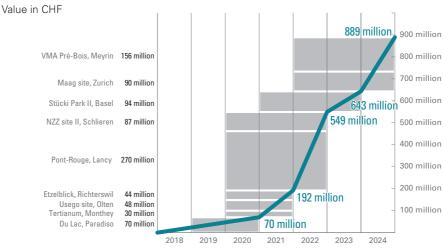
Projects were in the planning phase at midvear 2018 with estimated investment volumes (including share of land) of roughly CHF 900 million. In this regard, the constructed rental floor space will probably amount to approximately 134 000 square metres and generate rental income of around CHF 47 million per year. The largest individual project of all will be «Pont-Rouge» in Lancy, with a volume of about CHF 270 million. The project plays a significant role for the Geneva region in its form and due to its location, since another transportation juncture and economic hub will be created for the city as a result. In addition, there are four projects in the planning phase for the construction of new residential space and geriatric care centres in Lugano Paradiso, Monthey, Olten (Usego site) and Richterswil for the Tertianum group company.

Swiss Prime Site Immobilien also holds land reserves that harbour potential investments of more than CHF 300 million in addition to substantial utilisation reserves in its portfolio.

Projects under construction



Projects in planning phase



Espace Tourbillon, Plan-les-Ouates

The superstructure comprises a composition of five building structures each with seven above-ground and three subterranean floors as well as its own integrated logistics. The complex will provide future tenants with flexible and state-of-the-art floor space. Proiect planning envisages construction of the property in one phase and until 2021. Upon completion, the major «Espace Tourbillon» development project will span usable floor space totalling 95000 square metres, providing the fast-growing Geneva region space for an additional 4000 workplaces. Two planned buildings were sold to the Hans Wilsdorf Foundation at the end of 2017 and will be fully developed and transferred to the buyer in turnkey condition in 2021.

Website: www.espacetourbillon.ch

Realisation	2017 – 2021
Investment volume incl.	landCHF 233 million
Usable floor space	59 600 m²
Rental income	CHF 18 million
Gross yield (on cost)	7.7%
Net yield (on cost)	6.4%



Schönburg, Berne



The Schönburg site in Berne will undergo an extensive conversion process. The architecturally interesting building (year of construction 1970) will be developed into a high-value, mixed use property. The property will house 142 high-quality and modern rental apartments, an innovative hotel concept and retail floor space as well as sports and relaxation opportunities situated in a prime location, while maintaining the existing structure. The new Schönburg will become an attractive, ground-breaking property development with national radiance.

Website: www.schoenburg-bern.ch

Realisation	2017 – 2019
Investment volume incl. land	CHF 194 million
Usable floor space	19 600 m²
Rental income	CHF 6.5 million
Gross yield (on cost)	3.4%
Net yield (on cost)	3.1%

YOND, Zurich

The unique building structure of the «YOND» real estate product located at the Siemens Site focuses on small- and medium-sized enterprises from various sectors. Starting from 2019, services providers and production facilities will be united under one roof, thus creating additional synergies for all tenants. Two-storey, utilisation-independent rooms will accommodate the various spatial concepts and fluctuating floor space needs. The construction project combines what embodies the spirit of the times of millennials: i.e. room and space that are individually and creatively adapted to the relevant market situa-

tion.			

Website: www.yond-zuerich.ch

Realisation	2017 – 2019
Investment volume incl. land	CHF 91 million
Usable floor space	21 000 m²
Rental income	CHF 5.7 million
Gross yield (on cost)	6.2%
Net yield (on cost)	5.6%





Stücki Park, Basel

The Stücki site will be thoroughly developed, thus becoming attractive and future oriented. The key expansion of the already existing laboratory and office floor space will be carried out in two phases. Four new buildings situated between the already fully leased Businesspark and shopping centre will noticeably expand the total floor space. At the same time, the rental floor space will double to more than 60 000 square metres. Consequently, the project will meet the region's needs for laboratory and office floor space, creating room for an additional 1700 workplaces. The laboratory and office floor space constitutes a key element for the successful and sustainable future development of the entire site, where innovation, entertainment, wellness, healthcare, research and shopping are all interwoven in an overall concept.

Website: www.stueckipark.ch

Realisation	2018 – 2023
Investment volume incl. la	nd CHF 188 million
Usable floor space	30 600 m²
Rental income	CHF 12.2 million
Gross yield (on cost)	6.5%
Net vield (on cost)	5.9%

NZZ site, Schlieren

Commercial sites can be transformed into socially valuable and interesting properties with multi-faceted opportunities for utilisation through conversions and redevelopments. In this regard, the former NZZ printing facility under the new name JED - Join Explore Dare – will undergo a significant upgrade by 2020. The ideally accessible site will be positioned in the long term as a centre for innovation, entrepreneurship, knowledge transfer and attractive working environments. The signing of a long-term rental agreement at the end of 2016 secured a key anchor tenant. The partnership with this innovation services provider constitutes the first significant step in the site's development process.

Realisation (phase 1)	2018 – 2020
Investment volume incl. land	CHF 94 Mio.
Usable floor space	23 800 m²
Rental income	CHF 5.5 Mio.
Gross yield (on cost)	5.9%
Net yield (on cost)	5.1%





Pont-Rouge, Lancy

A modern services property with 15 upper floors - featuring innovative and flexible floor space and comprising roughly 35 000 square metres - will be constructed in the years 2020 - 2022 on the Esplanade 4 parcel of land in the «Esplanade de Pont-Rouge» urban development zone, situated in close proximity to the Lancy railway station in Geneva. The Pont-Rouge railway station is the first major construction phase of Geneva's «Praille-Acacias-Vernets» (PAV) development zone, where a new urban district is emerging on an area of 260 hectares. The official inauguration ceremony for the new Lancy-Pont-Rouge railway station in December 2017 has already laid the cornerstone for PAV's re-design. The development project should pave the way for the emergence of an urban centre on the former industrial site.

Realisation	2020 – 2022
Investment volume incl. land	CHF 270 Mio.
Usable floor space	34 700 m²
Rental income	CHF 13.7 Mio.
Gross yield (on cost)	5.1%
Net yield (on cost)	4.3%

Our strengths at a glance



Sustainable business model

Swiss Prime Site invests in high-quality land, properties and locations, which, together with conversions and developments of entire sites, form the Company's core business. Vertically integrated real estate-related group companies complement the core business and provide interesting added value.



Stable financing

The Company boasts a stable financing situation through debt and shareholders' equity. The equity ratio amounts to 41.2%. The composition of debt equitably consists of the use of various instruments such as bonds, mortgages and loans. The loan-to-value ratio amounts to 47.7%.



First-class quality of location

The portfolio of 189 high-quality properties comprises value-retaining Swiss properties situated in first-class locations with a fair value of CHF 10.8 billion. In this context, the Company focuses on office and retail properties. The vacancy rate amounts to 4.7% and is thus one of the lowest in Switzerland.



High profitability and growth

The existing real estate portfolio realises an attractive net yield of 3.7%. Swiss Prime Site achieves a return on equity (ROE) of 6.4%. The project pipeline for the coming years comprises more than 20 projects totalling an investment volume of roughly CHF 2 billion.



Stock's high level of liquidity

Swiss Prime Site is the largest stock exchange-listed real estate company in Switzerland, with market capitalisation of approximately CHF 6.5 billion. The roughly 71.5 million registered shares are subject to 100% free float and exhibit a high level of liquidity on the SIX Swiss Exchange.



Equitable dividend policy

The Board of Directors pursues a constant and investor-friendly dividend policy. Around 80% of the profits generated excluding revaluations and deferred taxes are currently repatriated to the shareholders. The dividend yield amounts to 4.2% at present.

Our share

Swiss Prime Site AG share's closing price on 30 June 2018 amounted to CHF 91.15. The stock turned in a performance (total return) of +5.6% in the first half-year 2018, including the distribution of CHF 3.80 per share carried out with value date of 5 April 2018. Consequently, the share realised a performance that exceeded that of the sector (SXI Real Estate Shares Broad Index: +2.7%) as well as the Swiss stock market (SPI: -4.0%).

The share reached its peak price of CHF 94.30 on 11 May 2018 and closed at its

lowest point of CHF 85.50 in the first half-year on 6 February 2018. The average daily trading volume amounted to CHF 14.9 million

The average annual performance (total return) of the Swiss Prime Site share since the initial public offering amounts to +8.1%, thus significantly surpassing that of the sector (SXI Real Estate Shares Broad Index: +6.5%) as well as the overall market (SPI: +4.0%).



Information policy

28 February 2019

Annual Report as at 31.12.2018 with financial results press conference

26 March 2019

Annual General Meeting financial year 2018



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