



NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION IN WHOLE OR IN PART, IN, INTO OR FROM THE UNITED STATES, CANADA OR AUSTRALIA OR ANY OTHER JURISDICTION WHERE TO DO SO WOULD CONSTITUTE A VIOLATION OF THE RELEVANT LAWS OF SUCH JURISDICTION.

## MEDIA RELEASE

Olten, 20 January 2015  
For immediate release

### Swiss Prime Site convertible bond converted at more than 90%

The CHF 300 million convertible bond (ISIN: CH 010 877 415 6) – with maturity date of 20 January 2015, coupon of 1.875% and term to maturity of five years – has been converted to shareholders' equity at more than 90% due to the positive stock price performance of the Swiss Prime Site registered share. The conversion price amounted to CHF 70.97 per share.

"The favourable conversion result strengthens our equity base and demonstrates the trust of our investors in Swiss Prime Site," states CEO Markus Graf.

#### Contact persons at Swiss Prime Site AG

- Markus Graf, CEO  
Tel. +41 58 317 17 00  
markus.graf@swiss-prime-site.ch
- Martin Gut, Investor Relations  
Tel. +41 58 317 17 07  
martin.gut@swiss-prime-site.ch

**Swiss Prime Site AG** is Switzerland's largest listed real estate investment company. The Group's portfolio is valued at CHF 9.6 billion and comprises first-class, value-retaining and high-quality properties with primarily office and retail floor space situated in prime locations. The real estate investments, coupled with the real estate services provided by subsidiary Wincasa AG, make up the real estate segment. The retail and gastronomy segment consists of primarily Jelmoli – The House of Brands department store and Clouds Restaurant in Prime Tower, Zurich. The assisted living segment comprises the senior residences and geriatric care facilities provided by Tertium Group, which was acquired in mid-2013.

Swiss Prime Site is distinguished by its experienced management team, considerable earnings continuity and excellent risk/return profile. The Company has been listed on the SIX Swiss Exchange since 2000 and reports market capitalisation of CHF 4.4 billion.

SIX Swiss Exchange / symbol SPSN / securities number 803 838

THIS PRESS RELEASE IS NOT BEING ISSUED IN THE UNITED STATES OF AMERICA AND SHOULD NOT BE DISTRIBUTED TO UNITED STATES PERSONS OR PUBLICATIONS WITH A GENERAL CIRCULATION IN THE UNITED STATES. THIS DOCUMENT DOES NOT CONSTITUTE AN OFFER OR INVITATION TO SUBSCRIBE FOR OR PURCHASE ANY SECURITIES. IN ADDITION, THE SECURITIES OF SWISS PRIME SITE AG HAVE NOT BEEN REGISTERED UNDER THE UNITED STATES SECURITIES LAWS AND MAY NOT BE OFFERED, SOLD OR DELIVERED WITHIN THE UNITED STATES OR TO U.S. PERSONS ABSENT FROM REGISTRATION UNDER OR AN APPLICABLE EXEMPTION FROM THE REGISTRATION REQUIREMENTS OF THE UNITED STATES SECURITIES LAWS.