

## Media release

DDV Online trends survey – May 2018:

### Buyers of structured products increasingly interested in sustainability

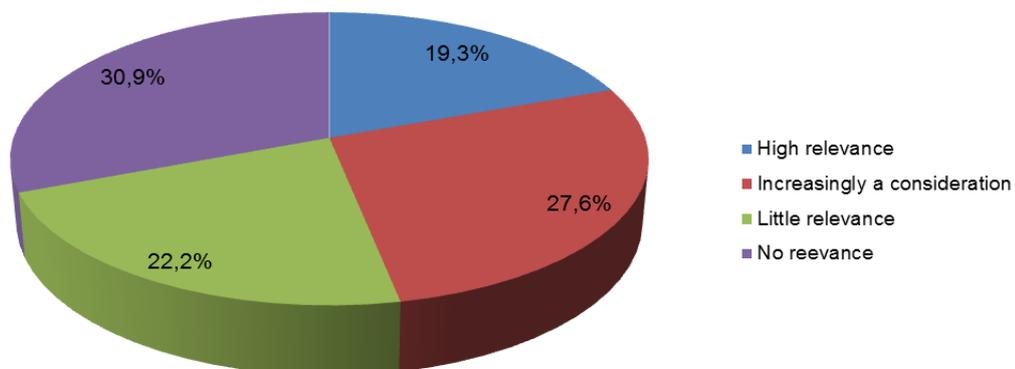
Use of a standardised definition is essential

Frankfurt am Main, Germany, 9 May 2018

One in five investors in structured products in Germany – considerably more than as recently as 2015 – considers ethical and ecological criteria to be of high relevance for their portfolio allocation. Furthermore, just over a quarter state that they are increasingly taking these criteria into account during the decision-making process. These are some of the findings of the monthly trend survey by the German Derivatives Association (Deutscher Derivate Verband, DDV). However, sustainability aspects are of little or no relevance to just over half of respondents' investment choices. A total of 1,907 persons took part in this online survey, which was conducted jointly with several major finance portals. Most of them were well-informed investors, who make their own investment decisions and act without advice.

'Interest in sustainable investments is growing steadily around the world. Investors can choose from a wide range of products. However, ethical and ecological investments remain a niche topic for the majority of retail investors in Germany at the moment. There is a lack of both distinction and established standards. For example, there is currently no universal definition of how exactly sustainability is ascertained with respect to financial products. This means that investors often do not know for sure whether an investment really is sustainable or not. Remedying this situation is crucial to create the necessary trust,' said Lars Brandau, Managing Director at DDV.

What relevance do ethical and ecological aspects have for your investment decisions?



There were 1,907 respondents to this online trends survey. The results of the survey, which was conducted in collaboration with the finance portals Ariva.de, finanzen.net, finanztreff.de, guidants.com, OnVista and wallstreet-online.de, are also available on the DDV website at <http://www.derivateverband.de/ENG/Statistics/TrendOfTheMonth>

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Deutscher Derivate Verband (DDV), the German Derivatives Association, is the industry representative body for the leading issuers of derivative securities in Germany, who represent more than 90 percent of the German structured products market: BayernLB, BNP Paribas, Citigroup, Commerzbank, DekaBank, Deutsche Bank, DZ BANK, Goldman Sachs, Helaba, HSBC Trinkaus, HypoVereinsbank, LBBW, Société Générale, UBS and Vontobel. Furthermore, the Association's work is supported by sixteen sponsoring members, which include the Stuttgart and Frankfurt Exchanges, Baader Bank, the direct banks comdirect bank, Consorsbank, flatex, ING-DiBa, maxblue and S Broker, as well as finance portals and other service providers.

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