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MEDIA RELEASE

22 October 2009 For immediate publication

Quarterly report as of 30 September 2009

Solid growth

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Olten, 22 October 2009 - Swiss Prime Site AG also delivered a very good performance in the third quarter of 2009. Rental income rose by 2.1% to CHF 158.1 million as of 30 September 2009. The loss of earnings rate was reduced from 4.7% to 4.0%. Net profit exceeded the previous year's result by a considerable 18.9% to reach CHF 105.5 million. At CHF 3.8 billion (+0.5%), the real estate portfolio was in the vicinity of last year's figure.

Swiss Prime Site AG sustained a high degree of development momentum in the third quarter of 2009 as well, producing convincing results across the board. Rental income for the first nine months of the year came to CHF 158.1 million, representing an increase of 2.1% versus CHF 154.9 million for the year-back period. The loss of earnings rate decreased from 4.7% to an exceptionally low 4.0%. In addition to rental income, in the third quarter of 2009 Swiss Prime Site posted earnings of CHF 11.0 million on its holding (acquired in May 2009) of approximately 30% of the share capital of Jelmoli Holding Ltd. Costs accrued to date in connection with the successful exchange offer tendered by Swiss Prime Site AG to Jelmoli shareholders amount to some CHF 6.2 million and are contained in the result as of 30 September 2009.

Compared with the figure as of 30 June 2009, revaluations were CHF 10.7 million higher at CHF 39.0 million. This increase in the third quarter reflects the rise in the market value of the Prime Tower in Zurich. The operating profit before interest and taxes (EBIT) rose by 7.7% to CHF 165.5 million (CHF 153.6 million). Net profit improved by no less than 18.9% year-onyear to CHF 105.5 million (CHF 88.7 million). EBIT before revaluation effects grew 4.9% to CHF 126.6 million (CHF 120.7 million), resulting in an EBIT margin of 74.5% (76.7%).



Reliably high return

At CHF 60.10, the net asset value (NAV) after deferred taxes as of 30 September 2009 was 3.5% above the previous year's level (CHF 58.08). The NAV before deferred taxes came to CHF 66.20 (CHF 64.79).

Earnings per share grew by 8.4% to CHF 4.11. Based on the share price of CHF 54.75 as of 30 September 2009, Swiss Prime Site recorded an overall return (price increase and distribution) of 15.1% in the first nine months of 2009. The benchmark SWX Real Estate Sector Index rose by 30.3% in the same period; the SPI was up by 15.1%.

Continuous upgrading of real estate portfolio

The real estate portfolio grew by 0.5% year-on-year to CHF 3.8 billion as of 30 September 2009. Valued at CHF 101.6 million as of 30 June 2009, the Pizol Center in Mels (SG) was sold for CHF 102.0 million in mid-September. The sale of this fully let shopping center was part of the announced portfolio streamlining and the focus on strategic properties in key business conurbations. Together with the other five smaller properties that fit little with company strategy, Swiss Prime Site thus divested real estate for a total of CHF 149.7 million in the first nine months of 2009. Overall proceeds on these sales were some 2% above the stated market values.

The average weighted interest rate for all financial liabilities was 2.9% and their average residual term came to 3.7 years. The equity ratio has risen from 36.3% to 39.1% for the year to date.

Work on the Prime Tower is progressing according to plan. The 20th floor will be finished by next February and the tenant fit-out can begin. The 36-floor office building on the Maag site in Zurich West is scheduled for completion in April 2011.

Encouraging outlook and new perspectives with Jelmoli

For 2009 Swiss Prime Site is expecting a loss of earnings rate lower than the 2008 figure of 4.5%, and a continued high EBIT margin. Excluding the possible effects of the Jelmoli transaction, net profit for the current business year should, as already announced, be some 10% higher than the year-earlier result.

The impending combination with Jelmoli Holding Ltd makes Swiss Prime Site Switzerland's leading real estate investment company in terms of both quantity and quality. The resulting major potential for cutting costs and lifting earnings is to be targetedly exploited and will sustainably reinforce the appeal of the new group.



Selected key figures

	Figures in	30.09.2009	30.09.2008	Change in %
Real estate portfolio	CHF m	3 765.6	3 745.7	0.5
Rental income	CHF m	158.1	154.9	2.1
Loss of earnings rate	%	4.0	4.7	-14.9
EBITDA EBIT	CHF m CHF m	165.5 165.5	153.6 153.6	7.7 7.7
Revaluation gains on property (IAS 40)	CHF m	39.0	32.9	18.5
Comprehensive income attributable to shareholders of Swiss Prime Site AG	CHF m	105.5	88.7	18.9
Shareholders' equity attributable to shareholders of Swiss Prime Site AG	CHF m	1 708.2	1 379.3	23.8
Equity ratio Borrowed capital Borrowed capital ratio	% CHF m %	39.1 2 655.2 60.9	36.3 2 416.2 63.7	7.7 9.9 -4.4
ROE (weighted)	%	9.6	8.7	10.3
ROIC (weighted)	%	5.1	4.9	4.1
Earnings per share (weighted) NAV before deferred taxes NAV after deferred taxes	CHF CHF CHF	4.11 66.20 60.10	3.79 64.79 58.08	8.4 2.2 3.5
Figures net of revaluation effects*				
EBIT EBIT margin Comprehensive income Earnings per share (weighted) ROE (weighted)	CHF m % CHF m CHF %	126.6 74.5 75.0 2.92 7.0	120.7 76.7 70.9 3.03 8.7	4.9 -2.9 5.8 -3.6 -19.5

* Change in fair value (IAS 40) and deferred taxes



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Swiss Prime Site AG

Swiss Prime Site AG is Switzerland's first specialist real estate investment company. Its portfolio of around CHF 3.8 billion is structured according to the real estate-picking strategy and consists of first-class commercial properties at selected Swiss business locations. Swiss Prime Site has been listed since April 2000 on the SIX Swiss Exchange and has a stock market capitalization of around CHF 1.6 billion. The company is characterized by its crisis-resistant portfolio with low vacancy rates and rent default risk, professional management with streamlined structures and low costs, high earnings and capital potential and an outstanding risk/return profile.

SIX Swiss Exchange / symbol SPSN / securities number 803 838

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This press release and related materials do not constitute an offer or invitation to sell or purchase or tender any securities, pursuant to the Offer or otherwise. Holders of Jelmoli shares ("Jelmoli Shareholders") are advised to read carefully the prospectus and other formal documentation in relation to the Offer once it has been despatched. This will contain the full terms and conditions of the Offer, including details of how the Offer may be accepted.

Furthermore, this press release is not a preliminary announcement within the meaning of Swiss takeover laws, is not binding and has no legal effects, whatsoever. Only the German and the French versions of the formal preliminary announcement that are being published by electronic and Swiss print media are legally relevant for purposes of Swiss takeover laws. Please consult these formal preliminary announcements for relevant information on the prospective Offer.

The availability of the Offer to Jelmoli Shareholders who are not resident in and citizens of Switzerland may be affected by the laws of the relevant jurisdictions in which they are located or of which they are citizens. Such persons should inform themselves of, and observe, any applicable legal or regulatory requirements of their jurisdictions. Further details in relation to shareholders who are not resident in and citizens of Switzerland are contained in the prospectus containing the Offer.

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