

CURRENCYSHARES SWISS FRANC TRUST

Form FWP

June 06, 2011

Rydex CurrencyShares

®

Currency as an Asset Class

This presentation is provided for informational purposes only. The contents are neither designed nor intended and should not be relied upon as, investment, legal, tax or accounting advice or as a recommendation of any specific security or strategy. **Investors should**

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understanding of the risks, as well as potential benefits, of the products and strategies referenced throughout this presentation and consult their financial advisor before deciding what, if any, course of action to take for their own particular situation.

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Rydex | SGI Overview

Focused on delivering alpha and beta solutions

276 employees with 46 investment professionals

~\$25.5 billion in assets under management, with \$8.0

billion in Exchange Traded Products as of 03.31.11

A subsidiary of Guggenheim SBC Holdings, LLC, a special purpose entity managed by an affiliate of Guggenheim Partners, LLC

Who we are

We innovate

with numerous industry firsts

First Equal Weight ETF [RSP in 2003]

First Currency ETPs [CurrencyShares, 2006]

First Equal Weight S&P Sector ETFs [2006]

First Managed Futures Mutual Fund [2007]

We  
educate

providing  
education  
that  
empowers  
advisors to deliver innovative, competitive solutions  
to their clients  
What we do

Rydex: Current Exchange Traded Products

US Value

US Growth

US Core

US Sectors

Global-Int'l Equity/Currency

ETPs

Pure Style SP400

Pure Style SP400

Russell Top 50

Australian Dollar

British Pound

Pure Style SP500  
Pure Style SP500  
SP500 2X  
Canadian Dollar  
Mexican Peso  
Pure Style SP600  
Pure Style SP600  
SP500 Inv 2X  
Euro  
Swedish Krona  
Swiss Franc  
Russian Ruble  
Japanese Yen  
EQUAL  
EW SP 500  
EW Consumer Discretionary  
EW MSCI ACWI  
WEIGHT  
EW Russell 1000  
EW Consumer Staples  
EW MSCI EAFE  
ETFs  
EW Russell MidCap  
EW Energy  
EW MSCI Emerging Markets  
EW Russell 2000  
EW Financials  
EW Health Care  
EW Industrials  
EW Materials  
EW Technology  
EW Utilities

4  
Rydex|SGI: A History of Innovation  
RSP  
First Equal  
Weight ETF  
4/24/2003  
XLG  
Differentiated  
Mega-Cap Exposure  
5/4/2005  
FXE  
First Currency

ETF in U.S.

12/5/2005

Pure Style ETFs:

3/1/2006

Domestic Equal Weight

Global/Int'l Equal Weight

2003

2007

2005

2009

2010

2004

2006

2008

2011

First Managed

Futures Mutual Fund

3/2/2007

Read a fund's prospectus and summary prospectus (if available) carefully before investing. It contains the fund's investment charges, expenses and other information, which should be considered carefully before investing. Obtain a prospectus and summary prospectus (if available)

at

[www.rydex-sgi.com](http://www.rydex-sgi.com)

or

call

800.820.0888.



Currency in the News

#### An Overview of Currency

The currency market is the world's largest and most liquid market, with average daily turn-over of roughly \$4 trillion\*.

Many hedge funds and institutions have used currency investing as a means of hedging certain portfolio exposures against currency risks and opportunistically trading across currencies.

Many foreign currencies have historically shown a low correlation to U.S. equity and fixed income markets.

Currency investing offers a variety of trading strategies.

\* Source: Bank of International Settlements, April 2010

Interest rates

Inflation / deflation,

International trade

Commodity prices

Economic stability

Geo-political risk

Factors that Impact Currency

Currency Fluctuates Significantly Over Time

SOURCE:

FactSet,

based

on

Bank

of

NY

noon

buying

rates

Past performance is no guarantee of future results.

Currency performance shown is based on the Bank of NY noon buying rate and is not mean to represent the performance of the  
The performance shown does not reflect fees, expenses or transaction costs.

Source data: FactSet.

Past performance is no guarantee of future results.

Index returns do not reflect fees, expenses or transaction costs. You cannot invest directly in an index.

See important definitions on slide 19

Correlation

(4/1/2006 through 3/31/2011)

Correlation

US Dollar

Index

S&P 500®

Index

Barclays

Capital U.S.

Aggregate

Bond Index

US Dollar Index

1.00

S&P 500®

Index

-0.56

1.00

Barclays Capital U.S. Aggregate

Bond Index

-0.41

-0.56

1.00

Many currencies have historically offered a low correlation to other asset classes like stocks and bonds, which in turn helps lower portfolio risk and boost overall returns.



Source: Bloomberg

Performance displayed is past performance and no guarantee of future results.

For the examples above, stocks are represented by the S&P 500 Index, bonds are represented by Barclays Capital Aggregated I  
developed equities are represented by the MSCI EAFE Index, Emerging Market Equities are represented by MSCI EM Index a

by

the

US

Dollar

Index.

The

referenced

indices

are  
not  
available  
for  
direct  
investment  
and  
do  
not  
reflect  
the  
effects  
of  
transaction  
costs,  
fees  
or  
expenses.

The  
60/40  
portfolio  
is  
comprised  
of  
60%  
U.S  
stocks  
and  
40%  
U.S  
bonds;  
the  
international  
portfolio  
is  
comprised  
of  
40%  
U.S  
stocks,  
15%

international developed equities, 5% emerging market equities and 40% U.S bonds. The international with currency portfolio is  
stocks, 10% international developed, 5% emerging market equities, 10% euro and 35% U.S bonds.

Potential Impact of Adding Currency to A Portfolio

Portfolio Basket Cumulative Return: 5 Years Ending 3/31/2011

-20%  
-10%  
0%  
10%  
20%

30%

60/40

International

Int. With Currency

A Convenient Way to Access Currencies: CurrencyShares®

For many years, hedge funds and institutions have used currencies as a way of hedging the dollar through seeking currency exposure through the forex

market, which could be challenging for advisors and individuals to utilize. Now, advisors and investors have a potentially efficient way of hedging dollar exposure, and taking advantage of investment opportunities in the currency markets.

Rydex **CurrencyShares**

®

offer a convenient, cost-effective way to gain exposure to nine currencies.

#### Potential CurrencyShares

®

#### Uses

Provide an efficient means of gaining exposure to a currency

Can be used as a tool for currency hedging

Can be used as part of a tactical trading strategy, individually and collectively.

Currency trading is used by hedge funds and institutions to hedge foreign exchange, and to take positions, long and short, in currencies based on expectations.

Investors can be long the highest yielding currency, and short the lowest yielding currency (i.e., the Carry-Trade ).

### The Role of Currencies

#### Diversifying

#### Cash

Just as investors diversify their international stock and bond portfolios to reduce risk, investors can also diversify their cash allocations.

#### Alpha (or Opportunistic) Strategies

i.e.

Popular

Carry

Trade,

where  
investors  
seek  
to  
profit  
on  
the  
interest  
rate  
differential

between two currencies. A simple version of the trade can be achieved by purchasing a high-yielding currency and shorting a low-yielding one.

Speculation

Investors can make calls on the future value of any given pair of currencies. For example, an investor who believes the U.S. dollar will weaken compared to the euro may choose to go long the Euro, while an investor who thinks the euro is relatively overvalued may choose to short the trust instead.

International

Hedging

Buying

international

stocks

and

bonds

inherently

introduces

some

exposure

to

fluctuating currency values, which can significantly impact returns for U.S. investors.

A Currency

Alpha

Strategy

is

an

opportunistic

strategy

is

which

investors

seek

to

profit

from

a

currency

market

move,

as

opposed



to  
a  
hedging  
strategy  
in  
which an investor is attempting to reduce risk.  
Currency investing is subject to several risks. Several factors may affect the price of foreign currency relative to the U.S. dollar  
levels  
and  
trade  
deficits,  
domestic  
and  
foreign  
inflation  
rates  
and  
investors'  
expectations  
concerning  
inflation  
rates,  
domestic  
and  
foreign  
interest  
rates  
and  
investors' expectations concerning interest rates, Investment and trading activities of mutual funds, hedge funds and currency f  
political,  
economic  
or  
financial  
events  
and  
situations.  
When  
the  
price  
of  
the  
currency  
declines,  
an  
investor  
will  
be  
adversely  
affected.  
Short

selling

involves

increased risk and costs, including paying more for a security than it received from its sale and the risk of unlimited losses.

Rydex CurrencyShares

®

Rydex **CurrencyShares**

®

offers investors nine ETPs. These ETPs offer a convenient, cost-effective way to gain exposure to foreign currencies. Rydex

CurrencyShares

®

ETPs are

grantor trusts, and they hold actual foreign currency deposits as their sole asset. Each

CurrencyShares

®

ETP has a deposit account denominated in each of the nine currencies.

Interest earned\*, if any, accrues daily. Any interest, after trust expenses are paid; distributed to shareholders monthly.

Nine CurrencyShares

CurrencyShares Australian Dollar Trust

FXA

CurrencyShares British Pound Sterling Trust

FXB

CurrencyShares Canadian Dollar Trust

FXC

CurrencyShares Euro Trust

FXE

CurrencyShares Japanese Yen Trust

FXY

CurrencyShares Mexican Peso Trust

FXM

CurrencyShares Russian Ruble Trust

XRU

CurrencyShares Swedish Krona Trust

FXS

CurrencyShares Swiss Franc Trust

FXF

\*Such

interest

is

not

expected

to

form

a

significant

part

of

the

shareholders'

investment

return.

#### Benefits of Currency in an ETP Format

##### Accessibility

Access the currency markets through a traditional brokerage account. Shares are bought and sold on the NYSE Arca just like other exchange listed securities.

##### Actual

##### Currency

##### Holdings

The foreign currencies are deposited in segregated depository accounts at JP Morgan (London).

##### Exchange-

##### Traded

CurrencyShares are bought and sold on the NYSE Arca, providing an efficient means of

incorporating tactical strategies or hedging exposures. CurrencyShares are eligible for margin.

#### Liquidity

CurrencyShares are liquid. They can be purchased in the secondary market. Shares of each Trust can be created or redeemed in baskets of 50,000 units by Authorized Participants (APs).

#### Choice

With nine different products covering the world's major currencies, investors can easily customize their trades to meet their investment objectives.

#### Transparency

CurrencyShares®

are

grantor

trusts,

and

they

hold

actual

foreign

currency

deposits

as

their

sole asset as opposed to money market debt instruments or derivatives contracts.

The assets of each Trust back the shares. The Trust does not hold or employ derivatives.

### CurrencyShares Process

AP delivers currency to Trustee (principal plus three days of accrued interest) which, in exchange, provides for the delivery of capital shares of the Trust to the AP's DTC account

Depository account is comprised of two separate accounts: one for principal and the other for interest-in order for the grantor trust to remain an entirely passive structure

At month end, total accrued interest is withdrawn from the interest account, trust expenses are satisfied, and any interest in excess of the amount required to cover Trust expenses is distributed on a pro-rate basis to shareholders

All accounting takes place in native currency to nullify the FX impact

CurrencyShares Performance (as of 3/31/2011)

1

Partial year returns are cumulative, not annualized. Performance results are short-term and may not provide an adequate basis for evaluating the performance potential of the fund over varying market conditions or economic cycles.

Performance displayed represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate so that when



shares are redeemed, they may be worth more or less than original cost. Total returns reflect the reinvestment of all dividends. Current performance may be lower or higher than the performance data quoted. For up-to-date performance, including performance current to the most recent month-end, visit our web site at [www.currencyshares.com](http://www.currencyshares.com). The NAV and Market Close Performance may differ. A major reason for the difference is that timing discrepancies can exist between the NAV, which is calculated using the WM/Reuters Closing Spot Rate, and Market Close, which is calculated using Closing Price (last trade). The WM/Reuters Closing Spot Rate is the exchange rate of the U.S. dollar and the applicable foreign currency as determined by WM/Reuters as of 4:00 PM London Time.

Prior  
to  
11/13/2008  
NAV  
for  
each  
CurrencyShares Trust except the  
CurrencyShares Russian Ruble Trust, was  
calculated using the Noon Buying Rate, as  
determined by the Federal Reserve Bank of  
New  
York.

For  
additional  
information  
please  
see  
each trust's prospectus.

CurrencyShares are subject to a number of risks and may not be suitable for all investors.

The value of the shares of each CurrencyShares Trust relates directly to the value of the foreign currency held by the particular Trust. This creates a concentration risk associated with fluctuations in the price of the applicable foreign currency. Accordingly, a decline in the price of that currency will have an adverse effect on the value of the shares of the particular CurrencyShares Trust. Factors that may have the effect of causing a decline in the price of a foreign currency include national debt levels and trade deficits, domestic and foreign interest rates, investment and trading activities of institutions and global or regional political, economic or financial events and situations.

Shares of each CurrencyShares Trust can be bought and sold through a broker; as such, investors may be required to pay brokerage commissions in connection with a purchase or sale.

There can be no assurance that an active trading market for the shares will develop or be maintained.

The risks associated with each of the CurrencyShares Trusts are not identical because of differences in the economies underlying each CurrencyShares Trust, as well as other considerations.

Read the prospectus for more complete information on each risk.

CurrencyShares

®

Risks

U.S.  
Dollar  
Index  
Indicates  
the  
general  
international  
value  
of  
the  
U.S.  
Dollar.

The  
USDX  
does  
this  
by  
by  
averaging  
the  
exchange  
rates  
between the U.S. dollar and six major world currencies: the euro, yen, British pound, Canadian dollar, Swedish krona and Swiss franc.  
S&P  
500

-  
An  
unmanaged  
capitalization-weighted  
index  
of  
500  
stocks  
designed  
to  
measure  
performance  
of  
the  
broad  
domestic  
economy  
through changes in the aggregate market value of 500 stocks representing all major industries.

Barclays  
Capital  
U.S.  
Aggregate  
Bond  
Index  
(Bonds)

An  
unmanaged  
index  
composed  
of  
securities  
from  
the  
Barclays

Capital/Corporate Bond Index, Mortgage-Backed Securities Index and the Asset-Backed Securities Index. Total return comprising capital appreciation/depreciation and income as a percentage of the original investment. Indices are rebalanced monthly by market capitalization.

Correlation.  
This

is  
a  
measurement  
of  
how  
closely  
the  
performance  
of  
two  
assets  
match  
each  
other

-  
the  
measure  
of  
correlation  
ranges  
from positive one (1) to negative one (-1). For example:

If the value of two assets always moves in the same direction, they are said to be "highly correlated," and they have a correlation coefficient of positive one (1).

If their  
values  
always  
move  
in  
opposite  
directions,  
they  
are  
said  
to  
have  
a  
"negative  
correlation"  
or  
"inverse  
correlation,"

and  
have  
a  
correlation of negative one (-1).

If there is no consistent mathematical relationship between the value of the two assets, then the correlation coefficient is 0.

Important Disclosure

Important Disclosure

The CurrencyShares Trusts are not an investment companies registered under the Investment Company Act of 1940 or a commodity pools for purposes of the Commodity Exchange Act.

Each of the CurrencyShares

®

Australian Dollar Trust, CurrencyShares

®

British Pound Sterling Trust,

CurrencyShares

®

Canadian Dollar Trust, CurrencyShares

®

Euro Trust, CurrencyShares

®

Japanese Yen

Trust, CurrencyShares

®

Mexican Peso Trust, CurrencyShares

®

Russian Ruble Trust, CurrencyShares

®

Swedish

Krona

Trust

and

CurrencyShares

®

Swiss

Franc

Trust

(each

a

Trust

and

collectively,

the

Trusts ) has filed a registration statement (including a prospectus) with the SEC for the offerings to which this communication relates.

Before you invest in the shares of a Trust, you should read the prospectus in the registration statement and other documents the Trust has filed with the SEC for more complete information about the Trust and

its

offering.

This

information

must

be

accompanied

by

a

current

CurrencyShares

®

Mexican

Peso

Trust, CurrencyShares

®

Russian Ruble Trust and CurrencyShares

®

Swedish Krona Trust prospectus. For the remaining CurrencyShares

®



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Trusts, you may get these documents for free by visiting EDGAR on the SEC web site at [www.sec.gov](http://www.sec.gov). Alternatively, the Trusts and any offering participant will arrange to send you any Trust prospectus if you request it by calling toll-free 800.820.0888. The prospectus for each Trust is also available by accessing the issuer's web site at [www.currencyshares.com](http://www.currencyshares.com).

CurrencyShares

®

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Rydex Distributors, Inc., an affiliate of Rydex|SGI, is the distributor of each of the CurrencyShares Trusts and Rydex|SGI Funds.

Contact us: 800.820.0888

or visit [www.currencyshares.com](http://www.currencyshares.com)