CURRENCYSHARES SWISS FRANC TRUST
Form FWP
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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 b
upon as, investment, legal, tax or accounting advice or as a recommendation of any specific security or strategy. **Investors sho**

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

1

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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 sum
available)
at
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 B
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 i 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. dolla 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. 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 CurrecyShares 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 averaging the exchange rates between the U.S. dollar and six major world currencies: the euro, yen, British pound, Canadian dollar, Swedish krona and Swis

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 compris appreciation/depreciation and income as a percentage of the original investment. Indices are rebalanced monthly by market cap

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 correlatio
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
®

Trusts, you may get these documents for free by visiting EDGAR on the
SEC web site at 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.

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