

Credit Suisse Strategy

Asia Pacific

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October 21, 2015

Disclaimer (1/3)

The 3Q15 financial information is subject to further review

We have not finalized our 3Q15 Financial Report and our independent registered public accounting firm has not completed its review of the condensed consolidated financial statements (unaudited) for the period. Accordingly, the 3Q15 financial information contained in this presentation is subject to completion of quarter-end procedures, which may result in changes to that information. Certain reclassifications have been made to prior periods to conform to the current presentation.

The re-segmented financial information is preliminary and subject to further review

Unless otherwise noted, this presentation contains certain historical financial information that has been re-segmented to approximate what our results under our new structure would have been, had it been in place from January 1, 2014. Such information is preliminary in nature and subject to review, evaluation and refinement, has not been audited or reviewed by our independent public accountants and can be expected to change in certain respects before any final re-segmentation is published. In addition, "Illustrative", "Ambition" and "Goal" presentations are not intended to be viewed as targets or projections, nor are they considered to be Key Performance Indicators. All such presentations are subject to a large number of inherent risks, assumptions and uncertainties, many of which are completely outside of our control. Accordingly, this information should not be relied on for any purpose.

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We may not achieve all of the expected benefits of our strategic initiatives. Factors beyond our control, including but not limited to the market and economic conditions, changes in laws, rules or regulations and other challenges discussed in our public filings, could limit our ability to achieve some or all of the expected benefits of these initiatives.

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Disclaimer (2/3)

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As of January 1, 2013, Basel 3 was implemented in Switzerland along with the Swiss “Too Big to Fail” legislation and regulations thereunder (in each case, subject to certain phase-in periods). As of January 1, 2015, the Bank for International Settlements (BIS) leverage ratio framework, as issued by the Basel Committee on Banking Supervision (BCBS), was implemented in Switzerland by FINMA. Our related disclosures are in accordance with our interpretation of such requirements, including relevant assumptions. Changes in the interpretation of these requirements in Switzerland or in any of our assumptions or estimates could result in different numbers from those shown in this presentation. Capital and ratio numbers for periods prior to 2013 are based on estimates, which are calculated as if the Basel 3 framework had been in place in Switzerland during such periods.

Unless otherwise noted, leverage exposure is based on the BIS leverage ratio framework and consists of period-end balance sheet assets and prescribed regulatory adjustments. Leverage amounts for 4Q14, which are presented in order to show meaningful comparative information, are based on estimates which are calculated as if the BIS leverage ratio framework had been implemented in Switzerland at such time. Beginning in 2015, the Swiss leverage ratio is calculated as Swiss total capital, divided by period-end leverage exposure. The look-through BIS tier 1 leverage ratio and CET1 leverage ratio are calculated as look-through BIS tier 1 capital and CET1 capital, respectively, divided by end-period leverage exposure.

Disclaimer (3/3)

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CS Asia Pacific – Key Messages

Attractive market opportunities

- Rapid wealth creation and growth in number of ultra-high net worth individuals (UHNWIs)
- Wealth creation driven by 1st generation business owners and UHNW families
- Ongoing development of financial markets

Client needs increasing

- Increasing demand for bespoke solutions to complex needs
- Clients' aspiration for growth entail larger and more sophisticated financing solutions
- Institutional investors seeking access to broader markets and differentiated offerings

CS positioned to capture market opportunity

- Track record of strong performance with integrated delivery
- Positioned for access to key markets with leading capabilities
- Deep relationships with top entrepreneurs in the region

CS strategy and ambition

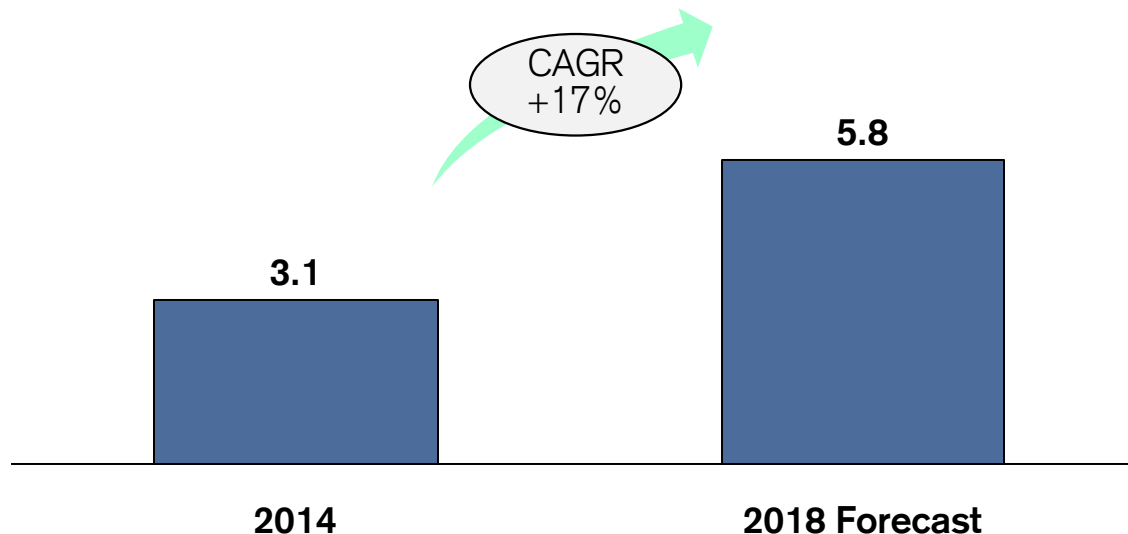
- **The Trusted Entrepreneurs' Bank in Asia Pacific**
- **Consistent growth and plan to double pre-tax income by 2018**

Agenda

- 1 APAC Market Opportunity**
- 2 Growing the Trusted Entrepreneurs' Bank**
- 3 Ambition and Initiatives**

Growth in APAC wealth market plays to our strengths

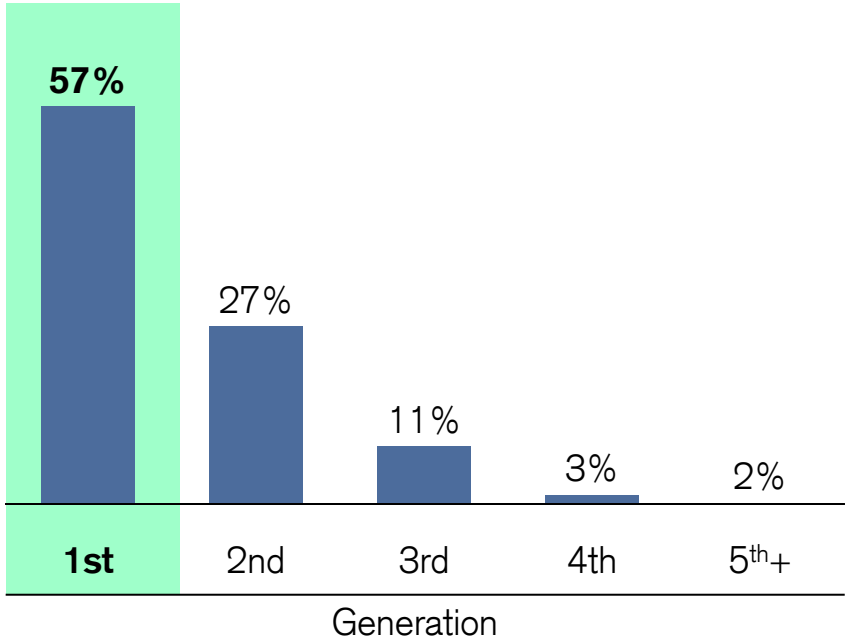
APAC UHNWI AuM¹⁾ (USDtrn)



CS | Top 3 player²⁾ in U/HNWI business with track record of profitable growth and attracting key talent

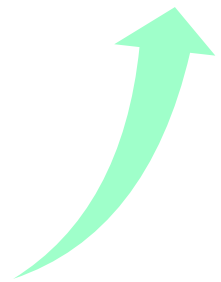
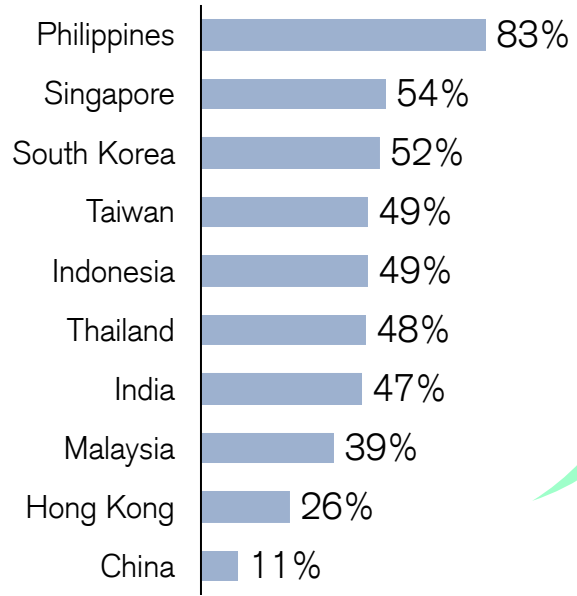
Entrepreneurs driving APAC growth

New wealth driven by 1st generation entrepreneurs



Listed market cap with family-related ownership¹⁾

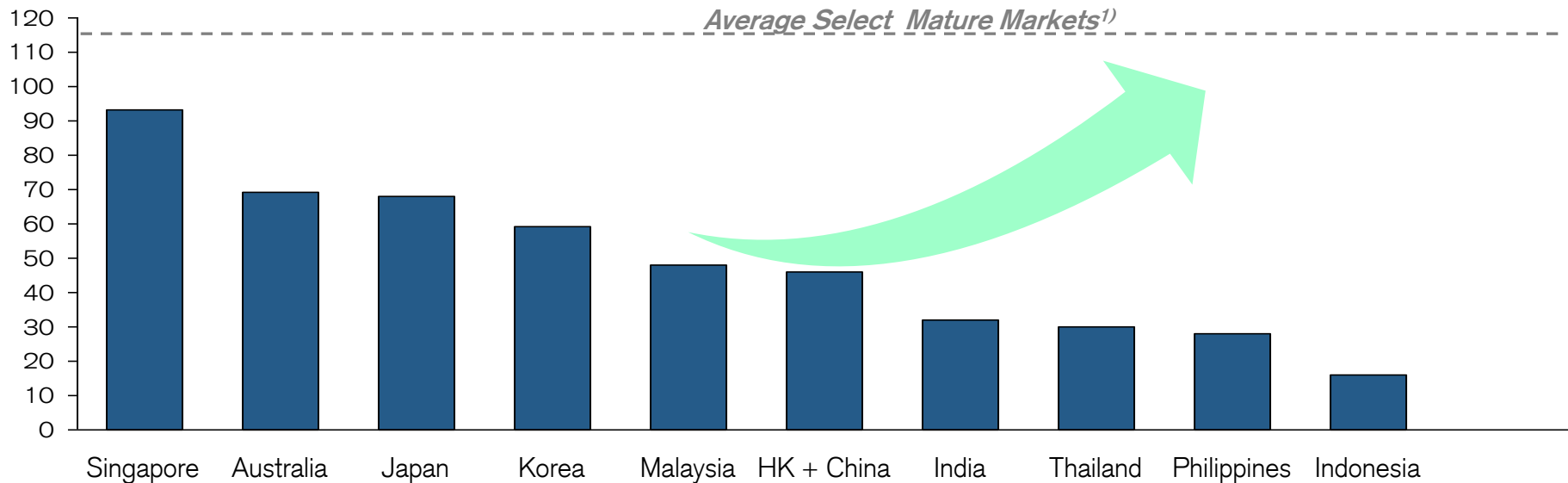
% of total market cap



CS | Historical trust and deep relationships with top entrepreneurs

Financial markets' deepening expected to underpin business growth and investor flows

Market Cap Free Float to GDP (%)

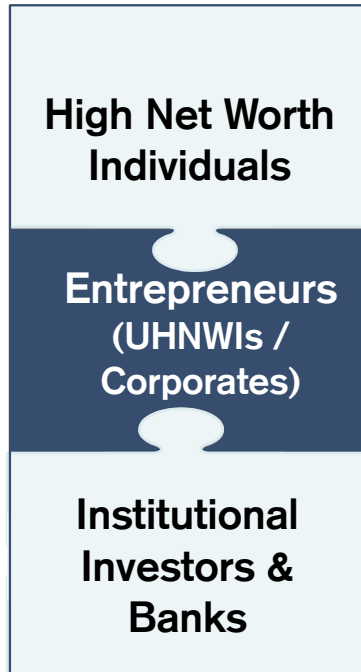


CS | **Leading Equities and Structured Financing capabilities**

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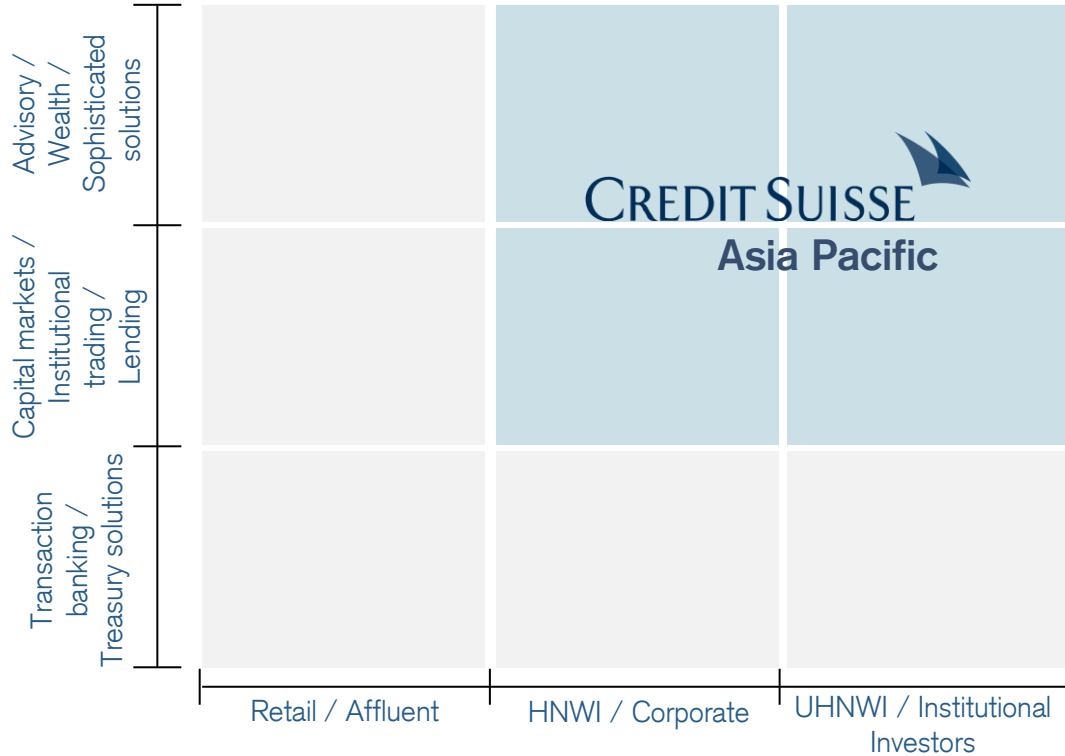
Key client focus and CS delivery



- **Strong PB franchise**
 - **CS longevity, brand, trust, and full product suite in APAC** (including Digital Private Banking access)
-
- **Trusted PB & IBD advisory franchises** with integrated delivery and multi-product solutions
 - **The Trusted Entrepreneurs' Bank**
-
- **Leading Equities & Structured Financing capabilities** with disciplined risk taking
 - **Differentiated structuring expertise, track-record of product innovation and disciplined risk taking**

CS | Target broad wallet opportunity resulting from connectivity across our businesses

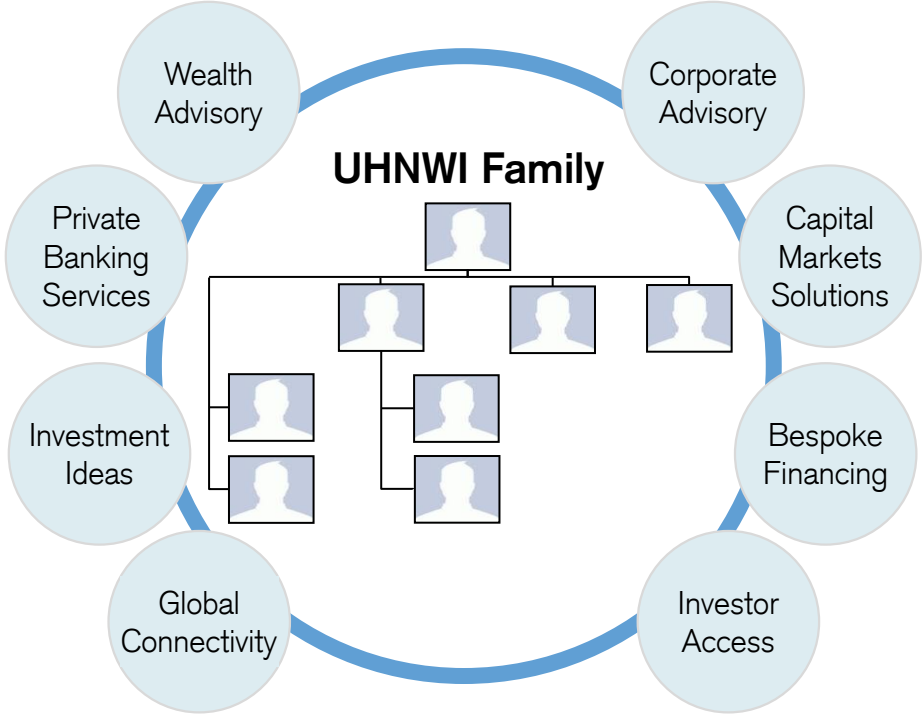
Support our APAC clients' aspirations for growth



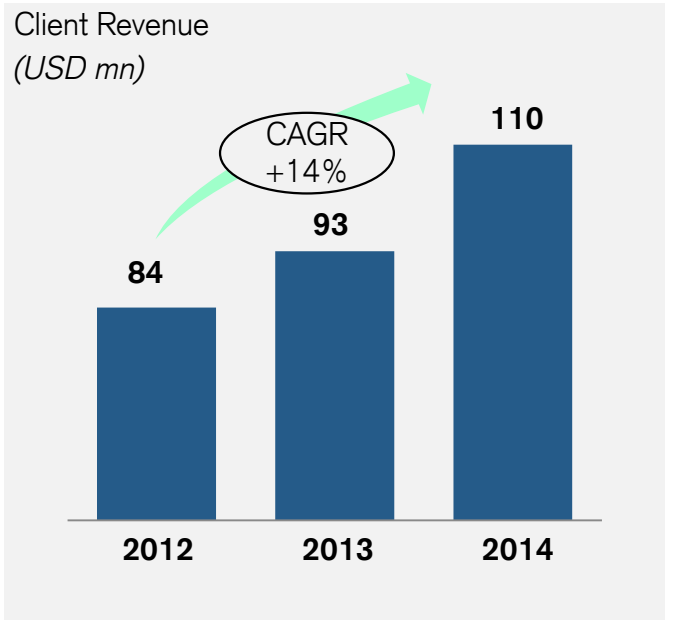
- Integrated wealth and corporate coverage
- Deep client relationships
- Focused regional footprint
- Address complex range of private wealth / corporate needs

CS | Integrated capabilities target nexus of wealth and business needs

Client Example: CS business built on extension of deep relationships via integrated delivery



Sample UHNWIs Client Group



CS | Relationship through multiple generations has supported wealth growth and stability
 Advisory and solutions have enabled growth in multiple business interests

Our clients value CS' platform, solutions and longevity

“One Bank platform differentiates CS from other banks”

– China, India

“CS have shown that by understanding my personal needs and my business needs, they can develop solutions aligned with my long term goals ”

– Singapore

“Private Bank lending and distribution helps Investment Banking deals”

– Hong Kong

“CS is my partner, as my business and wealth have grown, so they have grown with me ”

– South East Asia

“Swiss-ness stands for high standards, precision and discretion”

– Japan

**WHAT DIFFERENTIATES
CREDIT SUISSE?**



Client Example



M&A

2015
US\$500mn investment
alongside other investors in

 CS Exclusive Financial Advisor

2012
~US\$7.6bn
transaction with

 CS Lead Financial Advisor

2012
~US\$2.5bn
take-private of

 Joint Financial Advisor

Capital Markets

2015
~US\$1.6bn
Private Placement of

 CS Joint Placement Advisor

2014
US\$25bn
Initial Public Offering

 CS Left Active Bookrunner

2012
~US\$4.3bn
Private Placement of

 CS Joint Placement Agent &
 Financial Advisor

Syndicated Loans

2014
US\$3bn
Revolving Facility

 CS Mandated Lead Arranger

2013
US\$8bn
Syndicated Loan Facility

 CS Mandated Lead Arranger

2012
US\$4bn
Syndicated Loan Facility

 CS Mandated Lead Arranger

“Credit Suisse is our trusted strategic advisor that understands our needs and business culture”

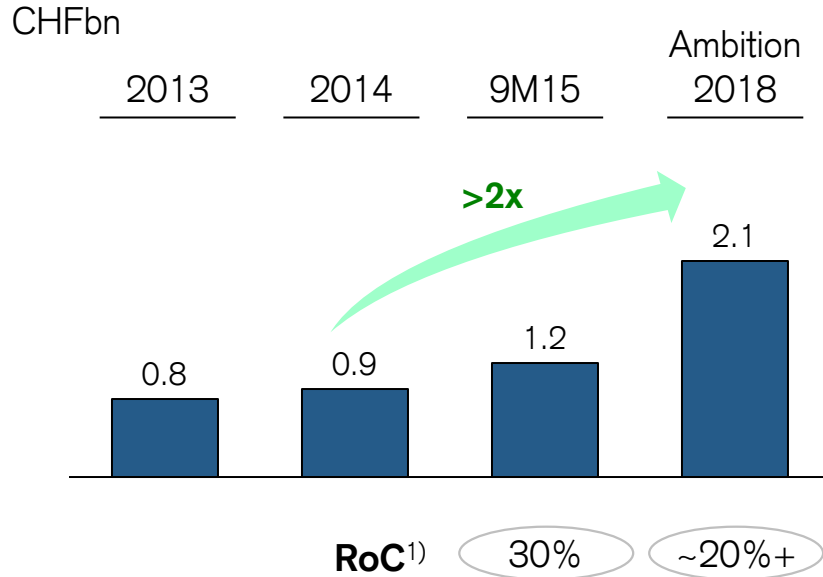
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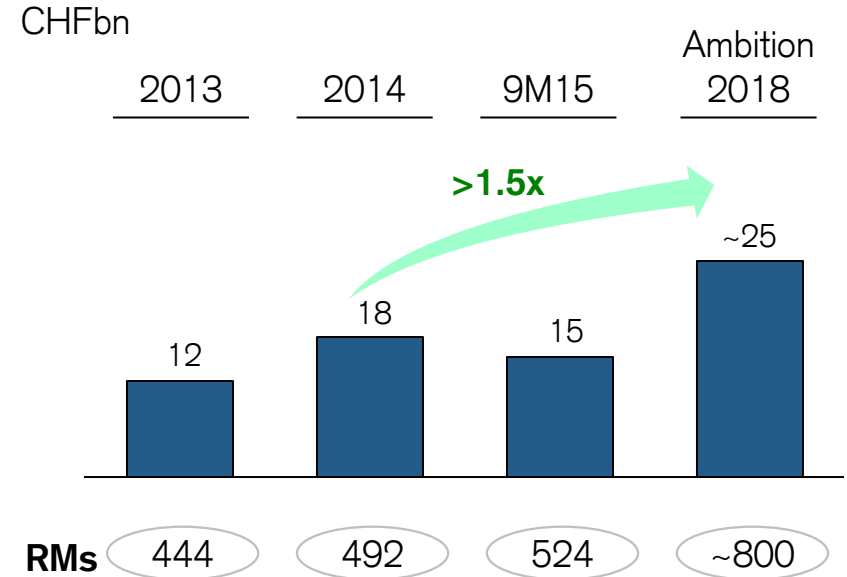
Our Strategy accelerates growth in Asia Pacific region

- 1 Focused strategy and increased investment targeted at key Entrepreneur & Investor clients
- 2 Differentiated delivery with integrated coverage, solutions and financing
- 3 Consistent culture of compliance and controls

Track-record of Profitability (Pre-Tax Income)

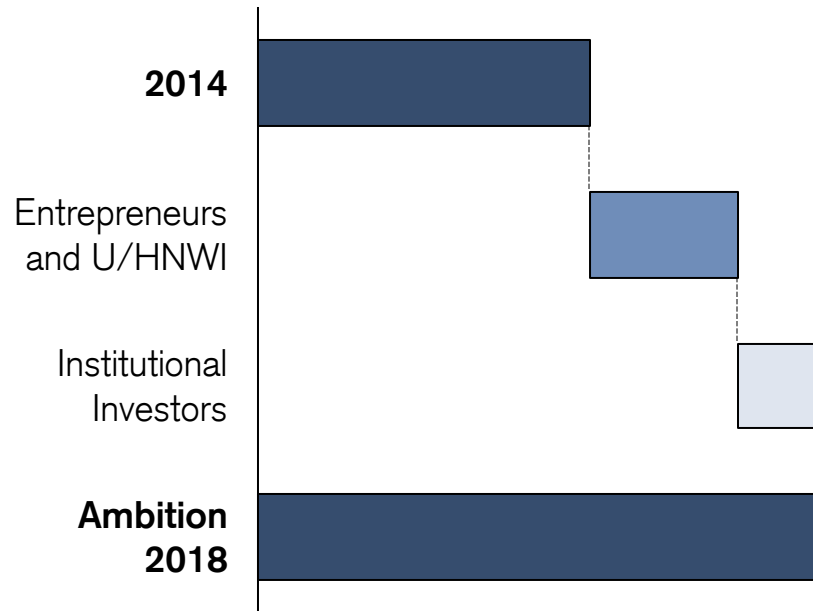


Continued Growth in U/HNWI NNA²⁾



Grow stable revenue sources across broad portfolio

Revenue Growth 2014 to Ambition 2018

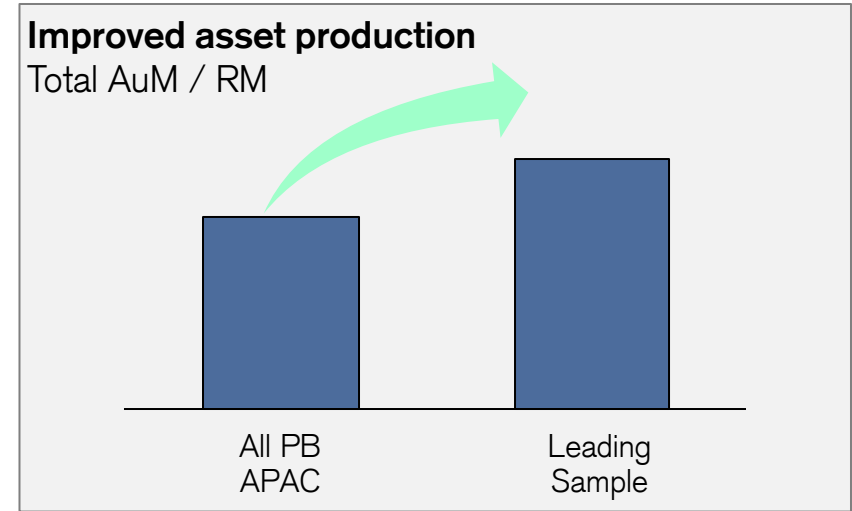
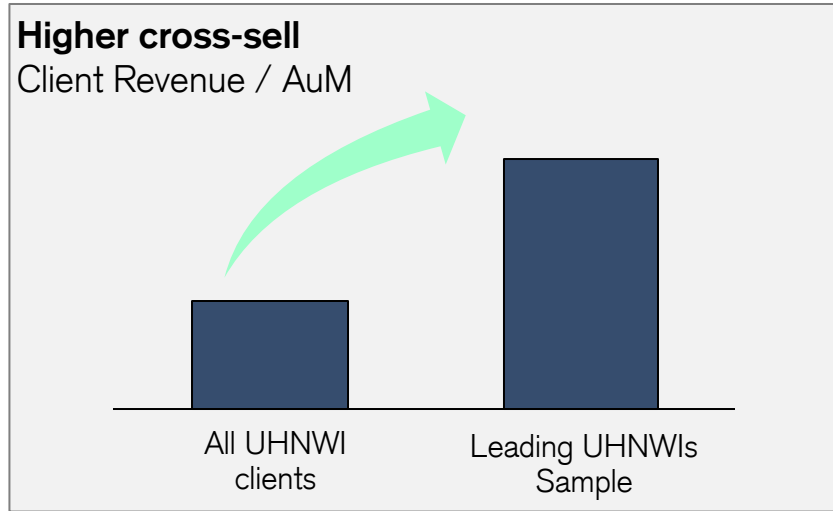


- Deepen existing client relationships
- Extend CS reach to next tier of wealth and target next generation large cap clients
- Provide comprehensive support across clients' financing needs, e.g. Personal, Business, Family Office
- Drive product innovation, e.g. Digital Private Bank, Real Estate Finance, Portfolio solutions, EQ structured funds

Grow profitability by extending successful model across APAC

(1/3)

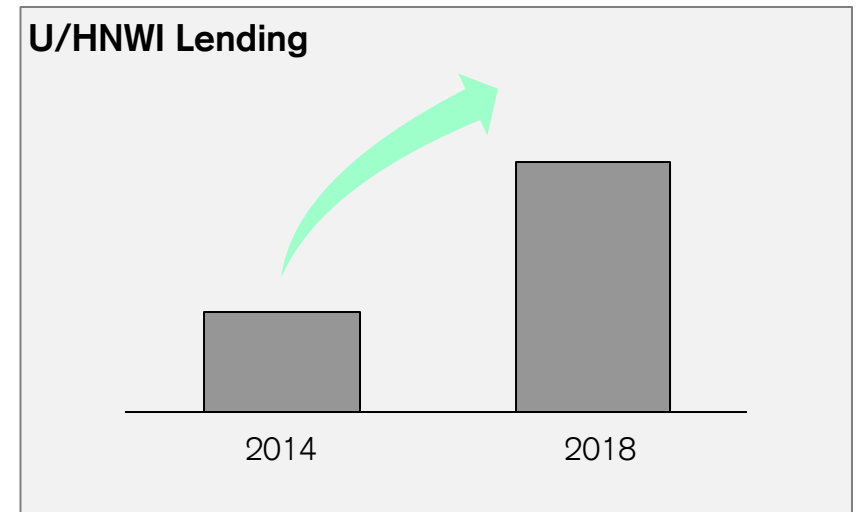
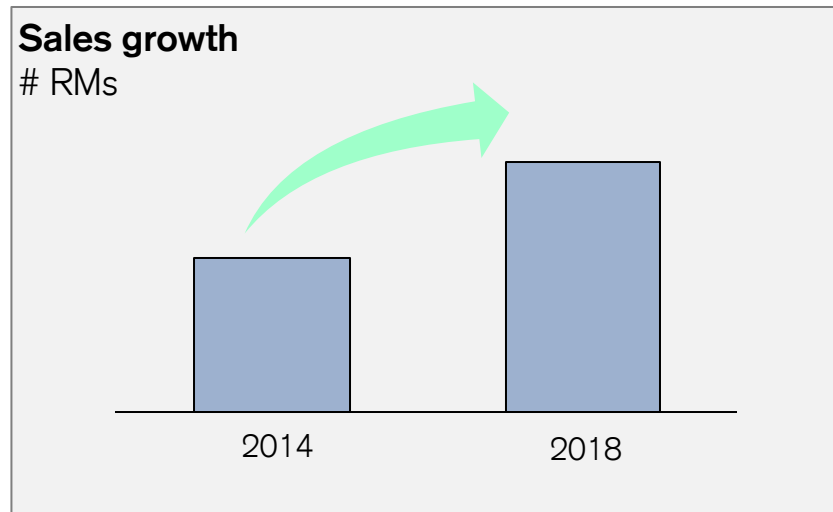
I Deepen existing relationships



Grow profitability by extending successful model across APAC

(2/3)

II Increase activity with next generation of clients



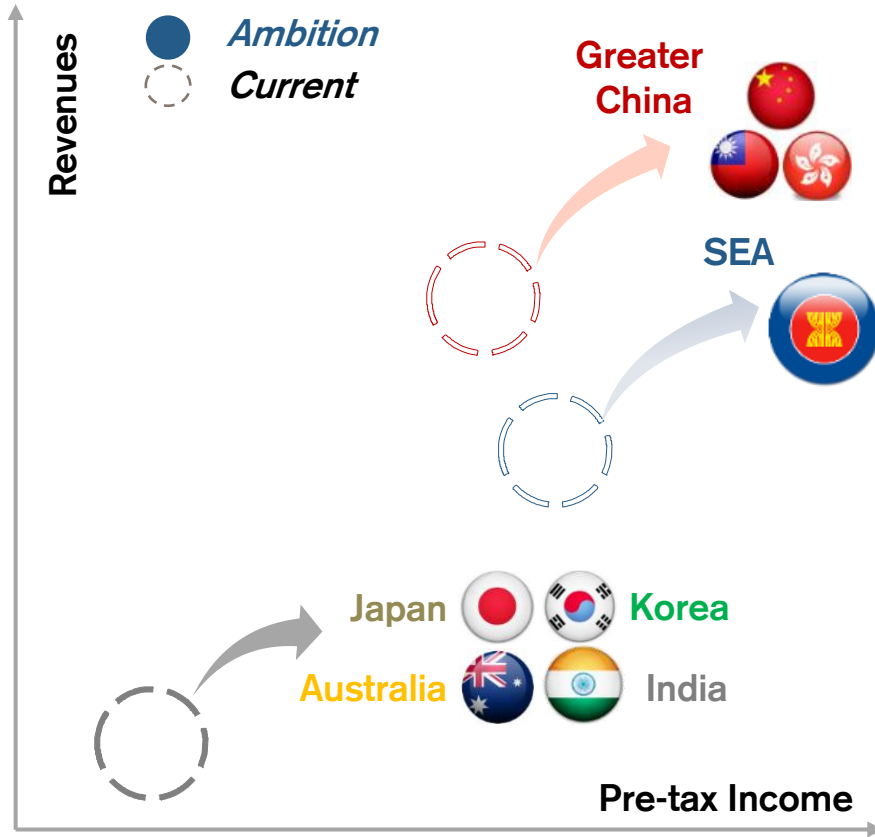
Grow profitability by extending successful model across APAC

(3/3)

III Driving integrated delivery

- **Regional empowerment**
- **Coverage driven by client**
 - Merge teams for key accounts
 - Manage-out non-target clients
- **Product investment and bundling**
 - Prioritize capabilities
 - Reduce duplication
- **Execute closer to clients**
 - Improve speed to market
 - Strong risk and controls

Targeted growth strategies across key markets



- SEA**
 - Defend and grow leading franchise**
 - Deepen penetration of bespoke solutions with existing entrepreneur clients
 - Expand to next tier of wealth and build pipeline of next generation mid-to-large cap clients
 - Access frontier markets opportunity (VN, TH, MY)
- G. China¹⁾**
 - Invest across Greater China markets**
 - Focus on significant number of rising Entrepreneurs
 - Build-out China platform and presence onshore
 - Tap global and regional institutional investor flows
- Rest of Asia²⁾**
 - Target market specific strategy**
 - Accelerate U/HNWI and Entrepreneurs' growth with new hires, digital PB, integrated delivery, and financing solutions
 - Augment flow trading capabilities (AUS, KO, IN)
 - Grow structured solutions and Equities access products (JP, KO, IN)

1) Greater China includes Hong Kong, China, and Taiwan
2) Rest of Asia includes Japan, Australia, Korea, India

CS Asia Pacific - The Trusted Entrepreneurs' Bank

Market Opportunity

- Strong structural macro trends in APAC support growth and value creation for CS

Clients

- Integrated coverage and solutions a differentiator to helping clients achieve their goals

Strategy

- Client-centric model with proven track record that accelerates growth from a position of strength

**Ambition to
double pre-
tax income
by 2018**

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