

# Credit Suisse in Switzerland

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# High relevance of the Swiss market



## Region Switzerland

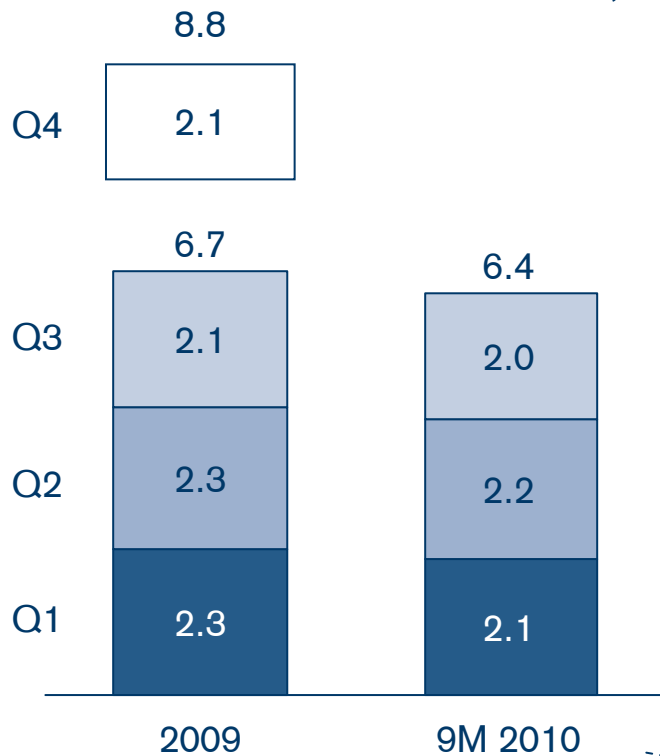
- Region with a **diversified business portfolio** of Investment Banking, Asset Management and Private & Business Banking
- **Eight sub-regions** with respective regional heads and management teams
- More than **20'000 employees** (including Corporate Center functions)
- ~ **2 million individual clients & 100'000 corporate clients**
- Continuously high inflow of Net New Assets of CHF **~15.1 billion**
  - Wealth Management Clients ~7.3 bn
  - Corporate & Institutional Clients ~7.8 bn

- Investment Banking Switzerland
- Asset Management Switzerland
- **Private & Business Banking**
  - 219 Private Clients branches<sup>1)</sup>
  - 47 Private Banking branches<sup>2)</sup>
  - 36 Corporate Clients locations (SME)

# Region Switzerland with a significant and steady contribution to the success of Credit Suisse

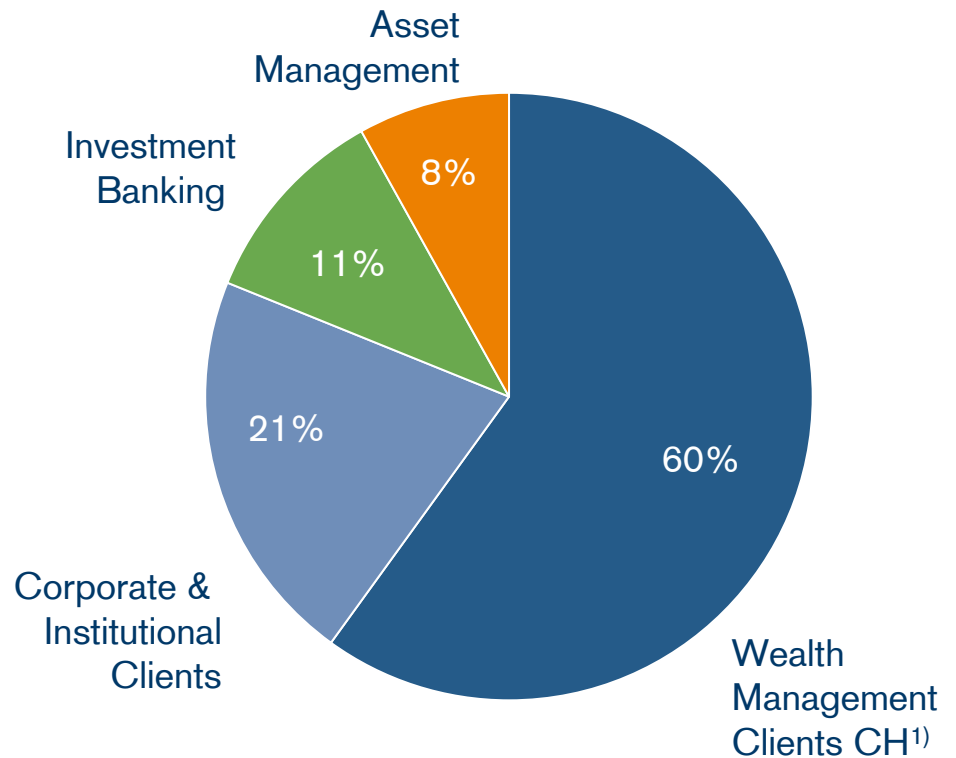
## Net revenues: Region Switzerland

(As of 9M10, CHF bn)



## Net revenues: Region Switzerland by businesses

100% = CHF 6.4 bn; as of 9M10

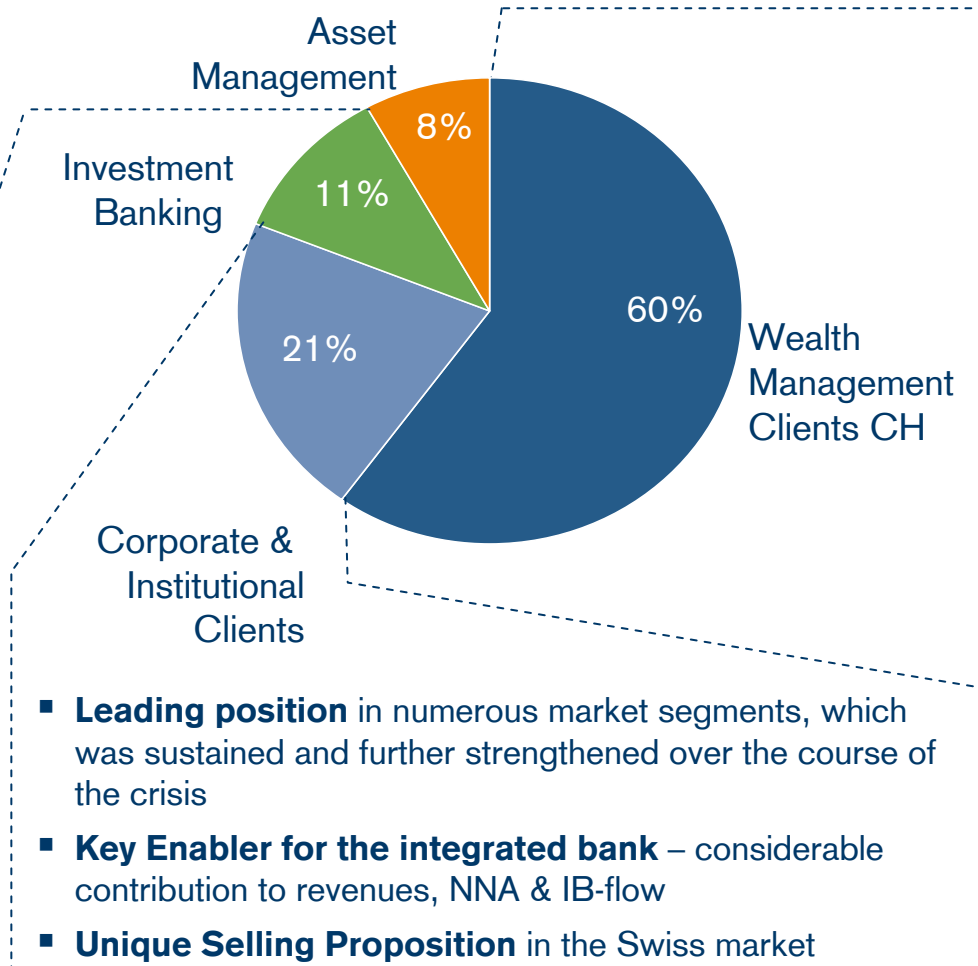


# Region Switzerland with a diversified business portfolio

Net revenues of Region Switzerland by business<sup>1)</sup>

- **Leading position in the market for institutional and private investors** (ETF, real estate, CSA, traditional investments)
- **Strong product innovation & development** (e.g. LivingPlus, indexed mandates)

- **IBD: market leader** in Switzerland
- **IB Trading: Leading market position** in Fixed Income and Equity Cash
- **Comprehensively integrated into OneBank concept** with focus on PB clients

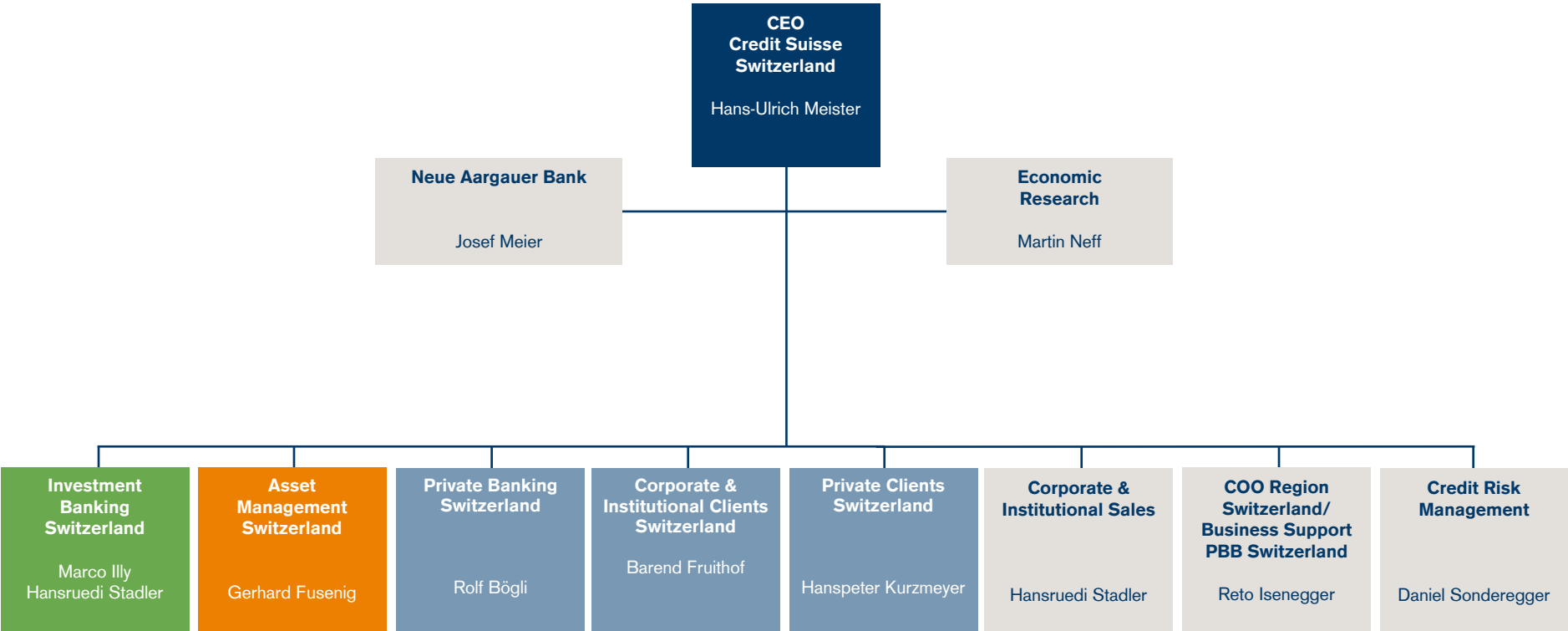


- **Leading position** in numerous market segments, which was sustained and further strengthened over the course of the crisis
- **Key Enabler for the integrated bank** – considerable contribution to revenues, NNA & IB-flow
- **Unique Selling Proposition** in the Swiss market

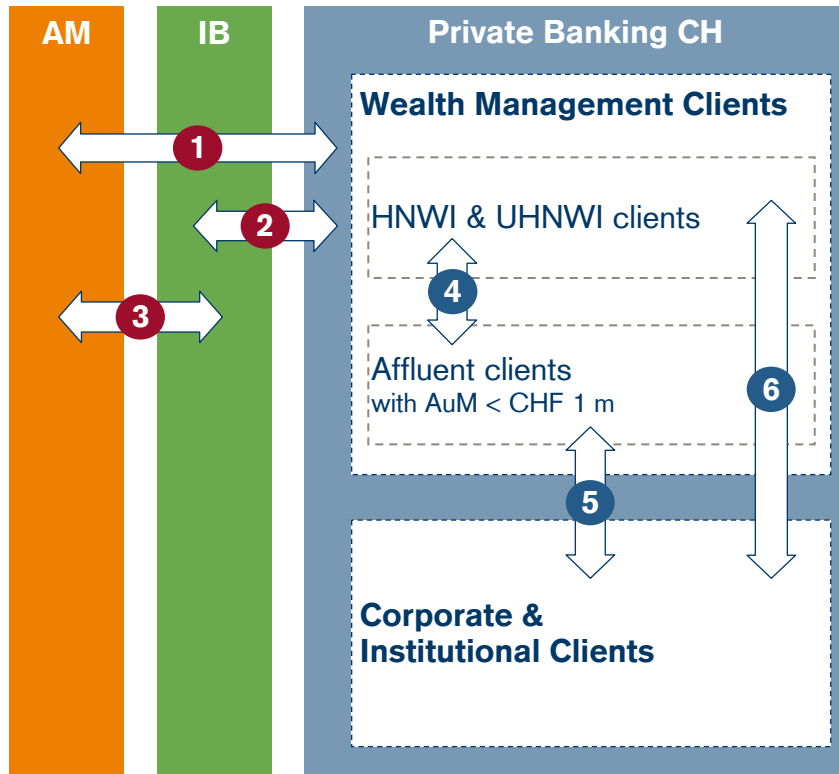
- **Excellent advisory and solutions** for our clients' needs
- Focus on **service quality**
- **High proximity to clients thanks to a broad branch network**
- Positive NNA inflows reflect a **constantly growing client confidence**
- **Distinguished market position among wealthy clients in Switzerland**, leveraging the full-fledged CS know-how
- **Industry leading in terms of regulations and compliance with regards to cross-border business**

1) 100% = CHF 6.4 bn; as of 9M10

# Management Region Switzerland



# Exploit full potential from collaboration



## Collaboration examples across Divisions

- 1 **Differentiating, high-quality products** for PB clients (e.g. discretionary mandates, alternative investments)
- 2 **Joint delivery of tailored client solutions** for UHNWI and corporates (e.g. corporate finance/M&A)
- 3 Leverage of **securities lending pool** for additional revenue generation

▶ **Collaboration revenues of CHF 1.4 bn in CH (9M10)**

## Collaboration examples within Private Banking in CH

- 4 Development and **upgrading of clients** to (U)HNWI clients
- 5 Increased share of wallet through **referrals** (e.g. business side of individual clients)
- 6 Comprehensive advice in **entrepreneurial succession**

**Win-win situation for clients** (comprehensive solutions) and **Credit Suisse** (additional business)

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