



# Credit Suisse 15th Annual Financial Services Forum

Boca Raton, Florida

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# Disclaimer

## **Cautionary statement regarding forward-looking statements**

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements involve inherent risks and uncertainties, and we might not be able to achieve the predictions, forecasts, projections and other outcomes we describe or imply in forward-looking statements. A number of important factors could cause results to differ materially from the plans, objectives, expectations, estimates and intentions we express in these forward-looking statements, including those we identify in "Risk Factors" in our Annual Report on Form 20-F for the fiscal year ended December 31, 2012 and in "Cautionary statement regarding forward-looking information" in our fourth quarter report 2013 filed with the US Securities and Exchange Commission and in other public filings and press releases. We do not intend to update these forward-looking statements except as may be required by applicable laws.

## **Statement regarding capital, liquidity and leverage**

As of January 1, 2013, Basel 3 was implemented in Switzerland along with the Swiss "Too Big to Fail" legislation and regulations thereunder. Our related disclosures are in accordance with our current interpretation of such requirements, including relevant assumptions. Changes in the interpretation of these requirements in Switzerland or in any of our assumptions and/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 ratio, leverage exposure and total capital amounts included in this presentation are based on the current FINMA framework. Swiss Total Capital Leverage ratio is calculated as Swiss Total Capital divided by a three-month average leverage exposure, which consists of balance sheet assets, off-balance sheet exposures that consist of guarantees and commitments, and regulatory adjustments that include cash collateral netting reversals and derivative add-ons.

# Solid 4Q13 and consistent results throughout 2013

- Strong underlying performance: after-tax return on equity of 9% for 4Q13 and 10% for 2013, and pre-tax income of CHF 1.3 bn for 4Q13 and CHF 5.8 bn for 2013
- 2013 after-tax return on equity of 13% for Strategic businesses with pre-tax income of CHF 7.1 bn, demonstrating strength of core franchise amid continued muted macro environment
- 4Q13 reported pre-tax income of CHF 0.4 bn and after-tax return on equity of 3%
- Private Banking and Wealth Management: strong profitability with reported pre-tax income of CHF 0.9 bn in 4Q13; Strategic businesses with pre-tax income of CHF 1.1 bn in 4Q13, with continued high return on Basel 3 capital of 34% in the quarter
- Investment Banking: solid performance in Strategic businesses with pre-tax income of CHF 0.5 bn in 4Q13, with sustained market share positions across high-returning businesses driving revenue growth

# Credit Suisse key messages

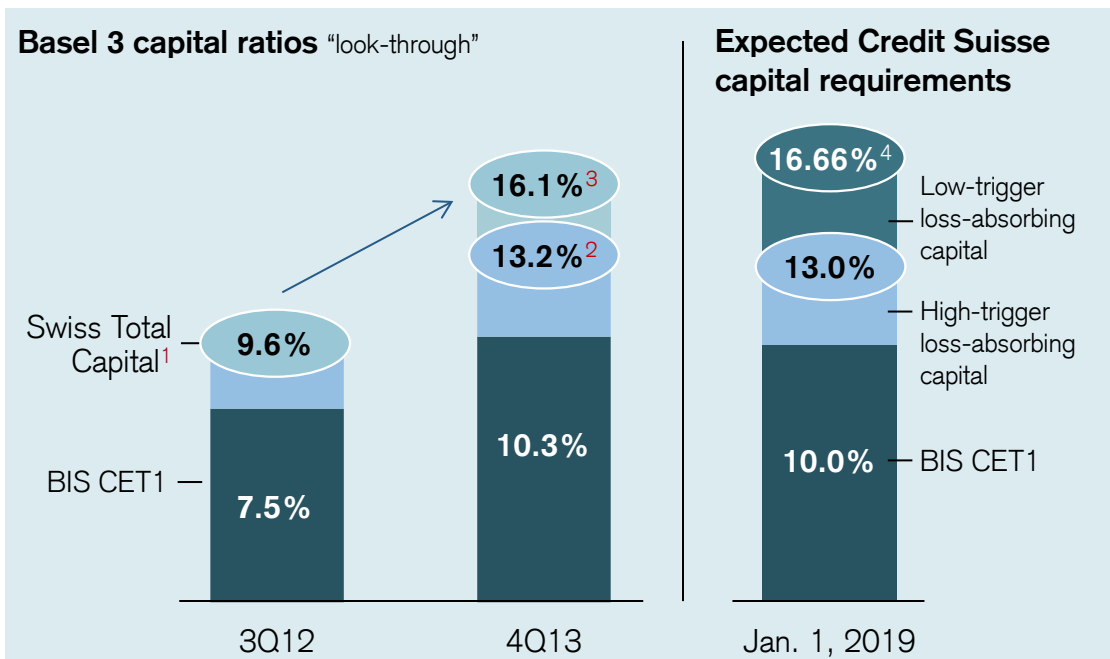
**Strengthened  
capital and  
leverage position**

**Redeploying  
resources to fuel  
growth through the  
creation of  
non-strategic units**

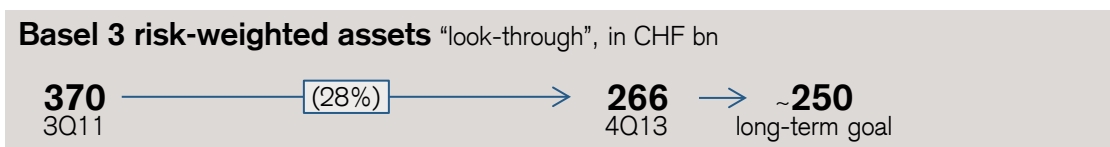
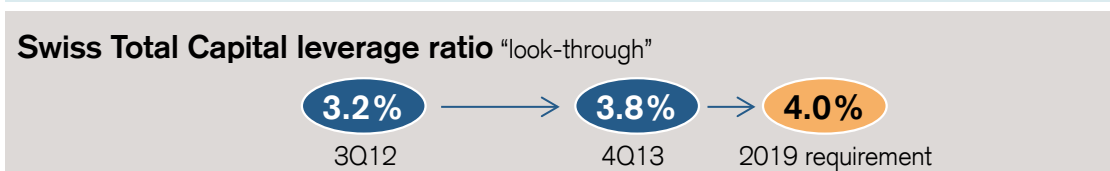
**PB&WM capturing  
growth in Emerging  
Markets and  
UHNWI**

**Progress in  
resolving main  
litigation issues**

# Strengthened capital and leverage position



- Strong capital position with "look-through" Basel 3 CET1 ratio and "look-through" Swiss Total Capital ratio increased to 10.3% and 16.1%, respectively, at end 4Q13
- Continued progress in reducing leverage with "look-through" Swiss Total Capital Leverage ratio of 3.8% at end 4Q13
- Further step towards our long-term Basel 3 risk-weighted assets target of approx. CHF 250 bn
- Proposed total 2013 cash dividend of CHF 0.70 per share<sup>5</sup>; (vs. 2012 dividend of CHF 0.10 cash + CHF 0.65 scrip)



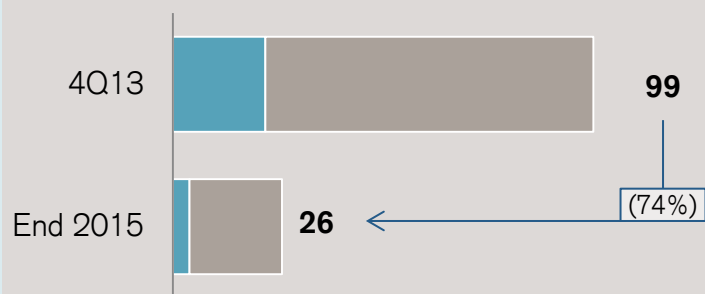
CET1 = Common equity tier 1. 1 Includes USD 3 bn Tier 1 participation securities prior to 4Q13 and USD 1.5 bn Tier 1 participation securities in 4Q13 (all with a haircut of 20%). 2 CET1+ high-trigger capital ratio. 3 Includes issued high-trigger capital instruments of CHF 7.7 bn and issued low-trigger capital instruments of CHF 6.0 bn. 4 The progressive (low-trigger loss-absorbing) component requirement is dependent on our size (leverage ratio exposure) and the market share of our domestic systemically relevant business and is subject to potential capital rebates that may be granted by FINMA. For 2014, FINMA reduced our 2019 progressive component requirement from 4.41% to 3.66%, which leads to a total capital ratio requirement of 16.66%. 5 Proposal of the Board of Directors to the Annual General Meeting on May 9, 2014.

# Redeploying resources to fuel growth through the creation of non-strategic units

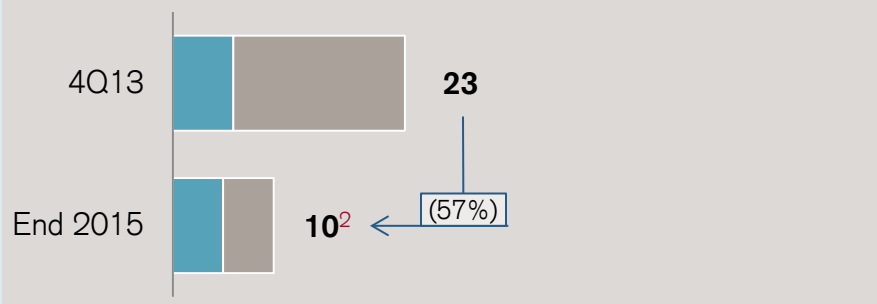
## Redeploy resources to fuel growth

Non-strategic units by division<sup>1</sup>

Expected reduction in **leverage exposure** in CHF bn



Expected reduction in **Basel 3 risk-weighted assets** in CHF bn



■ PB&WM non-strategic unit ■ Investment Banking non-strategic unit

## Strategic businesses continue to drive momentum in reaching Key Performance Indicators (KPIs)<sup>3</sup>

	KPIs	2013 strategic	2013 reported
Group	Return on equity > 15%	13%	8%
	Cost/income ratio < 70%	72%	82%
PB&WM	Cost/income ratio < 65%	70%	72%
	NNA growth (WMC) 3-4% through 2015 6% long-term	4% <sup>4</sup>	2%
Investment Banking	Cost/income ratio < 70%	71%	82%

All expenses reductions are measured at constant FX rates against 6M11 annualized total expenses, excluding realignment and other significant expense items and variable compensation expenses.

PB&WM = Private Banking & Wealth Management. <sup>1</sup> For financials denominated in USD, period end 3Q13 spot CHF/USD of 0.90 was used in 4Q13 and all future periods. Rounding differences may occur with externally published spreadsheets. <sup>2</sup> Includes anticipated 2014 adverse model change. <sup>3</sup> All data for Core Results. <sup>4</sup> Assumes assets managed across businesses relate to Strategic businesses only. Excludes Western European cross-border outflows of CHF 7.3 bn in EMEA, CHF 2.6 bn in Switzerland and CHF 0.1 bn in Americas.

# Private Banking & Wealth Management: capturing growth in Emerging Markets and UHNWI

## Re-allocation of resources to grow

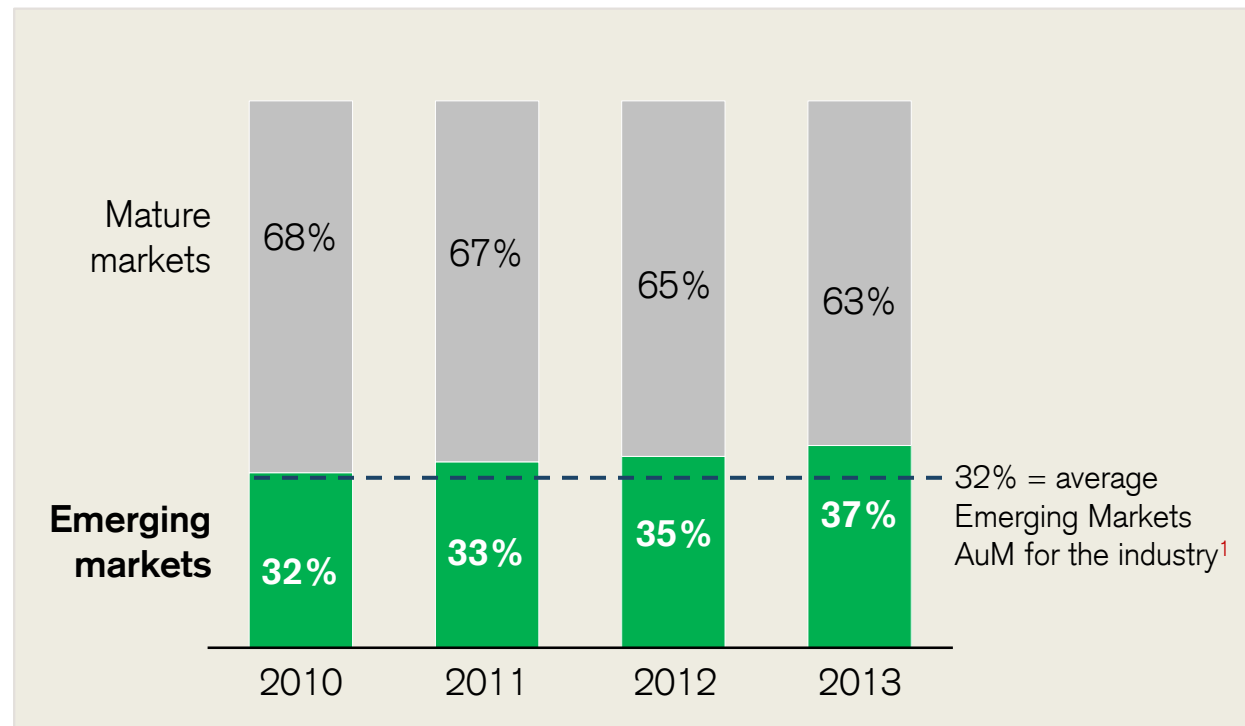
Shift towards  
**50%** share of **Group RWA**

Build out **lending** to UHNWI clients

**Emerging markets:** increase depth in key markets; continue to enhance Singapore and Hong Kong on-/offshore offering; expand digital client interface

**Mature markets:** reposition select onshore markets (e.g. US, Germany) and further grow in select profitable onshore markets (e.g. Italy, Spain)

## Asset mix, Wealth Management Clients, % of AuM

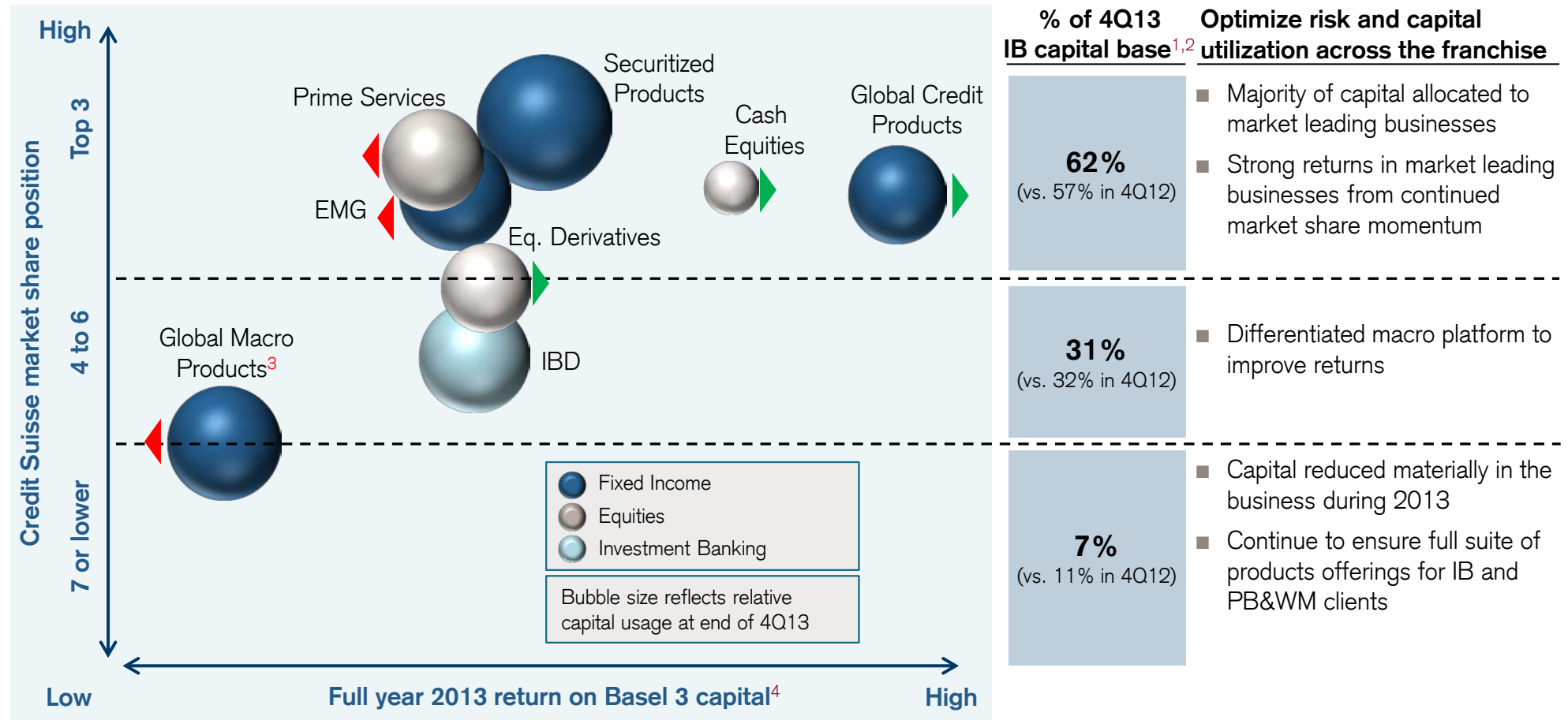


**Credit Suisse is positioned to outgrow the industry**  
**Consistent strong growth in Emerging Markets**

AuM = Assets under Management. RWA = Risk-weighted assets 1 Industry statistics from McKinsey Private Banking Survey 2013.

# Investment Banking: continued shift in capital to high market share and high return strategic businesses in 2013

Strategic businesses (market share position vs. Basel 3 return on capital)

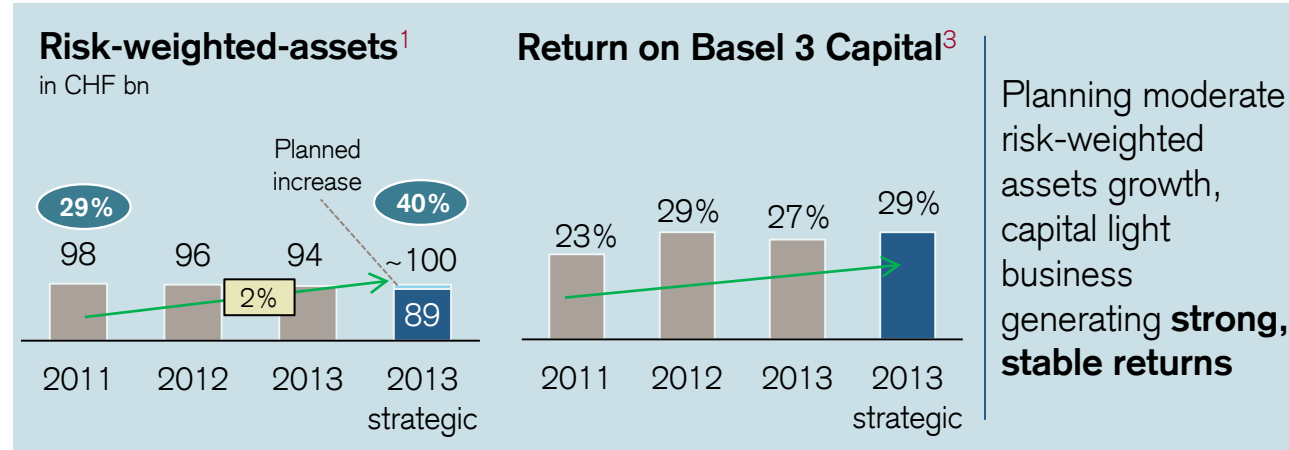


1 Percent of capital base (based on internal reporting structure) reflects Basel 3 risk-weighted assets at quarter-end 4Q13 vs. quarter-end 4Q12 for strategic businesses. 2 Global Macro Products capital allocated 50% to "4 to 6" tier and 50% to "7 or lower" tier. 3 Global Macro products includes Rates, FX and Commodities businesses. 4 Presentation based on internal reporting structure.

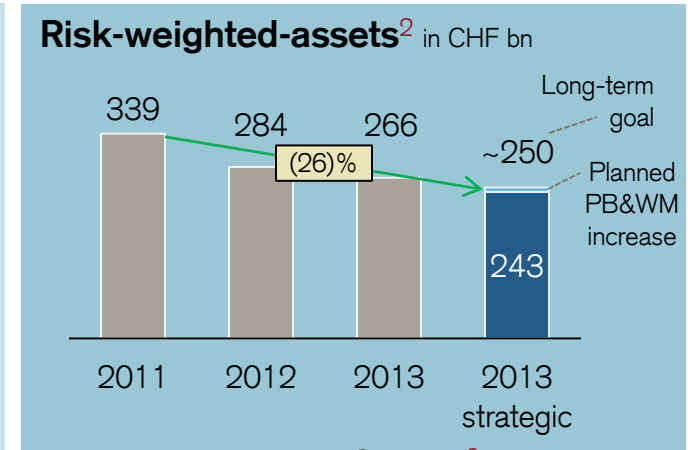


# Accelerated move to more balanced business mix and further operating efficiency to drive returns improvement

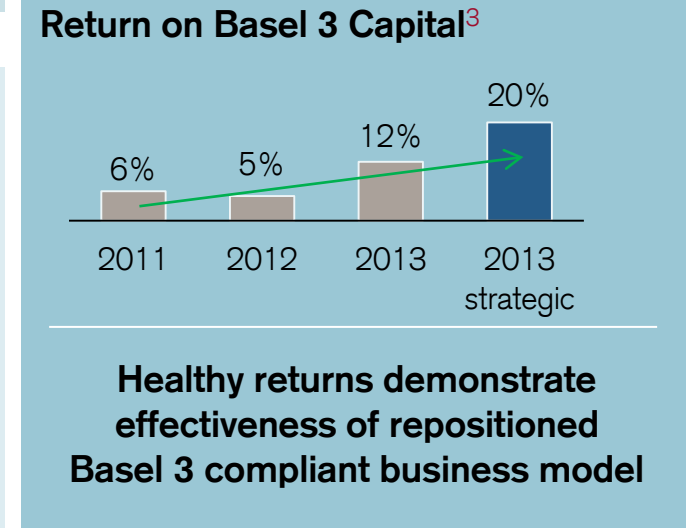
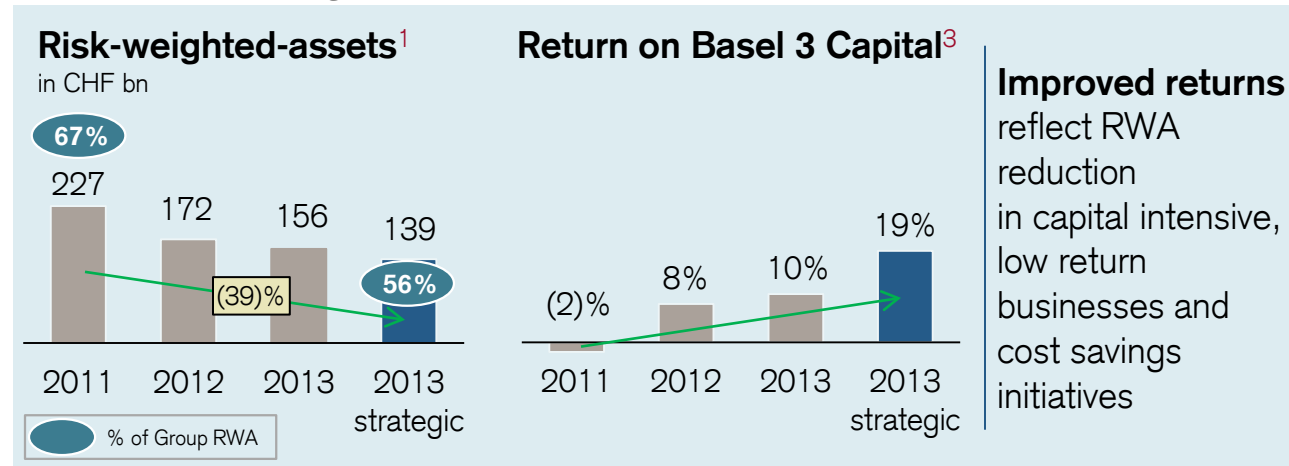
## Private Banking & Wealth Management



## Group



## Investment Banking



All financials and return calculations above based on reported results.

1 Basel 3 "phase-in" RWAs. 2 Basel 3 "look-through" RWAs. 3 After-tax returns assume tax rate of 25% from 2011, 2012 and 1Q13, 30% thereafter and capital allocated at 10% of average Basel 3 risk-weighted assets. Return on Basel 3 capital is different from externally disclosed Return on Equity. PB&WM and Group returns calculated based on CHF denominated financials; IB returns based on USD denominated financials.

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