

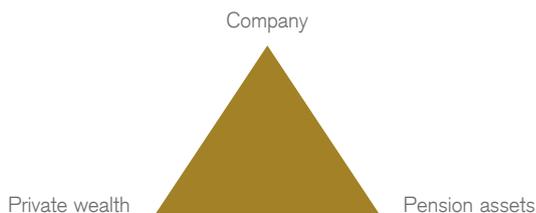
# Income and Asset Structuring for Entrepreneurs

## Optimize Private Asset Accumulation at an Early Stage

Entrepreneurs create economic value through their entrepreneurial activities. This value initially exists as assets in the company, and the shares in these assets are often held in an entrepreneur's private wealth. There are a number of options for transferring the value that has been created into a business owner's private wealth or building up pension assets. Optimal management leads to a cycle in which private and pension assets are continuously built up and expanded.

### Guiding private wealth accumulation

Experts from Credit Suisse analyze the overall structure of company assets, looking at three core elements:



This lays the foundation of the cycle for building up private wealth and pension assets.

- Analysis of the three constitutive elements of the total assets
- Identification of disclosed and undisclosed reserves, as well as non-business-critical liquidity
- Design of an overall structure from an owner's perspective
- Definition of a withdrawal strategy for owners

### Optimizing entrepreneurs' compensation: Salary vs. BVG vs. dividends

Due to the ongoing changes in the corporate environment and variations in trading performance in the company, performing periodic reviews of this triangular relationship is recommended:

- Salary and bonus: income tax and social security contributions
- BVG payments: employer contributions and management plans
- Dividends: building up private wealth

### Review of shareholders' withdrawal strategy

Changes in tax rules in recent years (especially regarding the CTR II<sup>1</sup>) and upcoming revisions of the relevant legislation (CTR III or successor project) have created opportunities to optimize the withdrawal strategy. The coordination of various payout mechanisms is central here:

- Dividends: privileged dividend control
- Share buybacks
- Shareholder loans
- Dividend recapitalizations

By analyzing the company balance sheet in detail, we identify potential options for optimizing the withdrawal strategy for shareholders.

### Optimizing company assets: shares in private assets

Shares held in private assets are evaluated by cantonal authorities on an annual basis. These values have an impact on the private wealth tax. Private wealth can be optimized with various measures:

- Review of the corporate valuation, including assessment of corporate and business risks
- Analysis of the corporate structure
- Analysis of further possible measures in the context of the upcoming tax reform

Ongoing changes in tax legislation (CTR III or successor project) will create risks and opportunities for entrepreneurs. An individualized analysis creates clarity and opens up room for maneuver.

<sup>1</sup> CTR: Swiss Corporate Tax Reform.

## Costs

A short discussion of the topic or the first meeting of a detailed consultation is free of charge for existing clients.

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## Contact Us

We will be happy to arrange a personal consultation.  
Please call us on +41 848 880 844\*.

Further interesting topics for entrepreneurs can be found  
online: [credit-suisse.com/entrepreneur](https://credit-suisse.com/entrepreneur)

\* Telephone conversations may be recorded.

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