

Our Commitments in the Mittelland Region

Credit Suisse – a Powerful Partner in Culture and Sports



Commitments of a Lasting Nature

For 40 years, sponsorship has enjoyed a prominent place in the corporate and communication strategy of Credit Suisse. As a communication tool it contributes to the success of our business in all sorts of ways, whether by raising our profile, positioning our brand, or cultivating relationships with existing and potential clients. Sponsorship is also an appropriate way of assuming corporate social responsibility, embodying and clearly demonstrating our national, regional, and local credentials as a global bank with Swiss roots.

Credit Suisse aims to forge lasting relationships with its partners, providing much more than just financial support. Sponsorship projects are realized in close cooperation with organizations and event managers. The aim is to make a measurable contribution to the company's success through selected sponsorship themes while, at the same time,

supporting our partners in their ambitions. With this in mind, the bank focuses nationally and internationally on football, golf, equestrian events, and classic cars in the area of sports, and on classical music and the fine arts in the cultural sphere. At Credit Suisse, we place special emphasis on nurturing young talent. We do this through various awards such as the international Credit Suisse Young Artist Award and national prizes such as the Prix Credit Suisse Jeunes Solistes and the Credit Suisse Förderpreis Videokunst for up-and-coming young video artists. We also support talent development projects by partner organizations such as the Zurich Opera House Orchestra Academy and the Swiss Football Association national youth teams. Rather than limiting our efforts to those who have already made it to the top, we also support the stars of tomorrow. Because we firmly believe that sustainability is vital to future success.

www.credit-suisse.com/sponsorship

Sponsorship Commitments

Kunstmuseum Bern

As Switzerland's oldest art museum with a permanent collection, the Kunstmuseum Bern is of historical significance. The permanent collection spans from the Gothic period to the present. It includes masterworks of international importance by such artists as Cézanne, Monet, Renoir, van Gogh, Hodler, Picasso, Giacometti, Klee, Rothko, and Dalí. The museum also owns the most significant group of works by Albert Anker assembled anywhere in the world. Particular emphasis has

long been placed on the work of female artists; the collection contains works by Meret Oppenheim, Sophie Taeuber-Arp, and Louise Bourgeois. The museum's exhibitions are of international stature. Credit Suisse has been a partner of the Kunstmuseum Bern since 1996 and thus for the last 20 years, and serves as the main sponsor for several exhibitions each year, as well as other cooperation projects such as the Credit Suisse Förderpreis Videokunst.

www.kunstmuseumbern.ch

Credit Suisse Förderpreis Videokunst

In October 2011, Credit Suisse and the Kunstmuseum Bern launched the Credit Suisse Förderpreis Videokunst award as a way of supporting video art. The competition is open to students at Swiss universities of applied sciences, while the prize is endowed with CHF 8,000 and guarantees a place in the collection of Kunstmuseum Bern. The prize was awarded for the first time in February 2012.

www.foerderpreisvideokunst.ch

Museumsnacht Bern

Credit Suisse has been the main sponsor and a partner of Museumsnacht Bern since 2008. Alongside its financial commitment, the bank also contributes to the museum's content by providing young artists with a platform at its Bundesplatz branch. While in previous years, various artists designed work specifically for the bank's branches, for the tenth anniversary of Museumsnacht Bern a new concept was developed which is closely linked to the Credit Suisse Förderpreis Videokunst. On this night in March, the winner's works are displayed for the public in a captivating ambiance along with other competition entries. Museumsnacht Bern regularly draws over 50,000 visitors and is considered one of the most attractive events of its kind.

www.museumsnacht-bern.ch

Swiss Football Association

Credit Suisse has been the main sponsor of the Swiss Football Association (SFV) and a partner of all junior and senior national teams in both men's and women's football since 1993.

Through its comprehensive commitment, Credit Suisse helps to improve conditions in football while facilitating outstanding performance at all levels. The bank is especially committed to promoting young talent; for example, half of its sponsorship funds go directly to supporting up-and-coming players.

www.football.ch

The Credit Suisse Cup – the Biggest Youth Football Tournament in Switzerland

A schools' football championship, and also the country's biggest youth football tournament, the Credit Suisse Cup promotes the full breadth of young talent in Switzerland. Every year, more than 150,000 children and young people of all ages compete in the canton-level preliminary rounds for a slot in the finals. The final takes place in Basel each year, with the finalists battling it out for the title of CS Cup champions under the watchful gaze of many of Swiss football's prominent figures. Credit Suisse has been supporting this tournament as title sponsor since 1999.

www.football.ch

Charitable Commitments

Volunteering

Each year, numerous employees volunteer to participate in projects and initiatives supported by Credit Suisse, generously giving of their time for a good cause. In Switzerland, Credit Suisse makes at least one business day per year available to members of staff for the Corporate Volunteering program.

In the Mittelland region, employees help out in many different ways: They maintain the Eichholz nature reserve, build Lego robots with schoolchildren, support the PluSport Day in Magglingen, maintain hiking paths in Gantrisch, go on day trips with Siloah Foundation residents, renaturalize gravel pits with the Landschaft & Kies Foundation, repaired dry stone walls in Chasseral, and much more.

At national level, Credit Suisse maintains partnerships with selected Swiss charitable organizations, such as the Swiss Red Cross, Young Enterprise Switzerland, and the Schweizer Tafel hunger relief organization.

www.credit-suisse.com/responsibility

Credit Suisse Foundation Jubilee Fund

The Credit Suisse Foundation is part of the company's corporate citizenship program and addresses social issues around the world, particularly in the fields of education and microfinance. The Credit Suisse Foundation Jubilee Fund has a clear focus on Switzerland and concentrates on implementing education and training projects in line with the global strategy. To this end, the Fund maintains partnerships with charitable organizations operating nationally, supports regional projects, and awards prizes for achievements in education and culture.

In the Mittelland region, for instance, we support the Schulmuseum Bern foundation and the tüfteln.ch association.

National cooperation arrangements exist with the following organizations: the ETH Zurich Foundation, the Swiss Youth Music Competition foundation, and the Forum Bildung association.

www.credit-suisse.com/foundation

Your Contact

If you have any questions, please contact:

Credit Suisse Media Relations, Zurich

media.relations@credit-suisse.com

+41 844 33 88 44

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