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*You are warned that the price of the CBBCs may fall in value as rapidly as it may rise and you may sustain a total loss of your investment. You should fully understand their potential risks and rewards and independently determine that they are appropriate for you. You should consult with advisers if necessary.*



## **Callable Bull/Bear Contracts**

**issued by**

**CREDIT SUISSE AG**

*(incorporated under the laws of Switzerland)*

**Sponsor/Manager**

**CREDIT SUISSE (HONG KONG) LIMITED**

### **Announcement**

We intend to issue the callable bull/bear contracts detailed below (the **CBBCs**).

	<b>Series A</b>	<b>Series B</b>	<b>Series C</b>	<b>Series D</b>	<b>Series E</b>
<b>Stock code</b>	62348	62349	62350	62351	62352
<b>Index</b>	Hang Seng Index	Hang Seng Index	Hang Seng Index	Hang Seng Index	Hang Seng Index
<b>Style</b>	European	European	European	European	European
<b>Type</b>	Bull	Bull	Bear	Bear	Bear
<b>Category</b>	R	R	R	R	R
<b>Settlement method</b>	Cash Settled	Cash Settled	Cash Settled	Cash Settled	Cash Settled
<b>Issue size</b>	400,000,000 CBBCs	400,000,000 CBBCs	400,000,000 CBBCs	400,000,000 CBBCs	400,000,000 CBBCs
<b>Issue price per CBBC (HK\$)</b>	0.285	0.305	0.250	0.250	0.250
<b>Strike level</b>	16,000.00	15,800.00	19,200.00	19,350.00	19,600.00
<b>Call level</b>	16,200.00	16,000.00	19,000.00	19,150.00	19,400.00

	<b>Series A</b>	<b>Series B</b>	<b>Series C</b>	<b>Series D</b>	<b>Series E</b>
<b>Launch date</b>	18 May 2012	18 May 2012	18 May 2012	18 May 2012	18 May 2012
<b>Observation commencement date</b>	25 May 2012	25 May 2012	25 May 2012	25 May 2012	25 May 2012
<b>Valuation date/expiry date</b>	28 December 2012	28 December 2012	30 October 2012	30 October 2012	30 October 2012
<b>Board lot</b>	10,000 CBBCs	10,000 CBBCs	10,000 CBBCs	10,000 CBBCs	10,000 CBBCs
<b>Divisor</b>	10,000	10,000	10,000	10,000	10,000
<b>Index currency amount</b>	HK\$1.00	HK\$1.00	HK\$1.00	HK\$1.00	HK\$1.00
<b>Gearing*</b>	6.58x	6.15x	7.50x	7.50x	7.50x
<b>Effective gearing*</b>	6.58x	6.15x	7.50x	7.50x	7.50x
<b>Premium*</b>	0.51%	0.51%	10.96%	10.16%	8.82%
<b>Initial funding cost as at the launch date</b>	0.9673% p.a. (=HIBOR + 0.0762%)	0.9795% p.a. (=HIBOR + 0.0884%)	23.5294% p.a. (=HIBOR + 22.6383%)	21.6425% p.a. (=HIBOR + 20.7514%)	18.5619% p.a. (=HIBOR + 17.6708%)
<b>Liquidity provider</b>	Credit Suisse Securities (Hong Kong) Limited (Broker ID: 9575) Level 88, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong Tel: 2101 6619	Credit Suisse Securities (Hong Kong) Limited (Broker ID: 9575) Level 88, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong Tel: 2101 6619	Credit Suisse Securities (Hong Kong) Limited (Broker ID: 9683) Level 88, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong Tel: 2101 6619	Credit Suisse Securities (Hong Kong) Limited (Broker ID: 9683) Level 88, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong Tel: 2101 6619	Credit Suisse Securities (Hong Kong) Limited (Broker ID: 9683) Level 88, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong Tel: 2101 6619

\* The gearing, effective gearing and premium may not be comparable to similar information provided by other issuers of callable bull/bear contracts as each issuer may use different pricing models.

### **What is a mandatory call event? What happens if a mandatory call event occurs?**

A mandatory call event occurs when the spot level is:

- (a) in respect of a series of callable bull contracts, at or below; and
- (b) in respect of a series of callable bear contracts, at or above

the call level at any time during the observation period.

**Observation period** means the period commencing from and including the observation commencement date and up to and including the close of trading (Hong Kong time) on the trading day immediately preceding the relevant expiry date.

**Spot level** means the spot level of the index as compiled and published by Hang Seng Indexes Company Limited.

Subject to the limited circumstances set out in the conditions in which a mandatory call event may be reversed, upon the occurrence of a mandatory call event, we must terminate the CBBCs and for each board lot, you may receive a residual value (if any) in Hong Kong dollars calculated by us using the following formula:

*In respect of a series of callable bull contracts:*

$$\frac{(\text{minimum index level} - \text{strike level}) \times \text{index currency amount} \times \text{one board lot}}{\text{divisor}}$$

**Minimum index level** means the lowest spot level during the period commencing from and including the moment upon which the mandatory call event occurs and up to the end of the following trading session on the stock exchange.

*In respect of a series of callable bear contracts:*

$$\frac{(\text{strike level} - \text{maximum index level}) \times \text{index currency amount} \times \text{one board lot}}{\text{divisor}}$$

**Maximum index level** means the highest spot level during the period commencing from and including the moment upon which the mandatory call event occurs and up to the end of the following trading session on the stock exchange.

If on the relevant expiry date the cash settlement amount (net of any exercise expense) is less than or equal to zero, you will lose your entire investment in the CBBCs.

#### **How do we calculate the cash settlement amount?**

The CBBCs are in registered form and exercisable only in the relevant trading board lots.

If no mandatory call event has occurred during the observation period and on the relevant expiry date the cash settlement amount is greater than zero, the CBBCs will be automatically exercised.

Each board lot will entitle you to receive from us the cash settlement amount in Hong Kong dollars calculated by us as equal to:

*In respect of a series of callable bull contracts:*

$$\frac{(\text{closing level}^* - \text{strike level}) \times \text{index currency amount} \times \text{one board lot}}{\text{divisor}}$$

*In respect of a series of callable bear contracts:*

$$\frac{(\text{strike level} - \text{closing level}^*) \times \text{index currency amount} \times \text{one board lot}}{\text{divisor}}$$

\* **Closing level** means the final settlement price for settling the following Hang Seng Index Futures Contracts determined pursuant to Regulation 012 of the Regulations for Trading Stock Index Futures and the Contract Specifications for Hang Seng Index Futures Contracts (as amended from time to time) of the Hong Kong Futures Exchange Limited:

<b>Series A</b>	<b>Series B</b>	<b>Series C</b>	<b>Series D</b>	<b>Series E</b>
Hang Seng Index December 2012 Futures Contracts	Hang Seng Index December 2012 Futures Contracts	Hang Seng Index October 2012 Futures Contracts	Hang Seng Index October 2012 Futures Contracts	Hang Seng Index October 2012 Futures Contracts

### **Where can you obtain further information?**

Our base listing document dated 13 April 2012, together with our supplemental listing document to be dated 24 May 2012 and the latest publicly available annual report and interim report (if any) of the Credit Suisse Group AG will be available for inspection, together with their Chinese translations, at the office of Credit Suisse (Hong Kong) Limited, which is presently at Level 88, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong. Information on us can also be found on the website of the group of companies to which we belong, which is [www.credit-suisse.com](http://www.credit-suisse.com).

### **How will the liquidity provider provide quotes?**

The liquidity provider will provide liquidity by responding to requests for bid and offer quotes. A quote may be obtained by calling the liquidity provider's telephone number.

### **Additional information**

The CBBCs will constitute our general unsecured contractual obligations. They are not obligations of any other person.

An application will be made to the stock exchange for the listing of, and permission to deal in, the CBBCs on the stock exchange. The date of commencement of dealings in the CBBCs is expected to be 25 May 2012.

The obligations of the manager may terminate if certain events occur, including unforeseen events beyond our control on or before the issue date of the CBBCs. The issue date is expected to be 24 May 2012.

We are regulated by the Hong Kong Monetary Authority as a registered institution. We are also, amongst others regulated by the Swiss Financial Market Supervisory Authority and the Swiss National Bank.

Our senior long term credit ratings are A+ by Standard and Poor's Ratings Services, A by Fitch Ratings and Aa1 by Moody's Investors Service.

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