

Credit Suisse to become title sponsor of the Super League

Zurich, November 17, 2020 – The top tier of the Swiss football league will be known as the 'Credit Suisse Super League' starting from next season. Credit Suisse is to become a partner of the Swiss Football League and title sponsor of the Super League, which will bear the bank's name. With this move, Credit Suisse is further expanding its extensive commitment to Swiss football.

Credit Suisse and Ringier Sports AG, exclusive marketer of central marketing rights for the Swiss Football League (SFL), have signed a four-year deal. Under the terms of the agreement, the 'Credit Suisse' name will appear in the names of the various leagues, on the advertising banners in every stadium, and on the jerseys of all clubs in the Super League. The Super League's new look, and information on how Credit Suisse clients and employees can benefit from the partnership, will be presented prior to the start of the 2021/22 season.

With this sponsorship agreement, Credit Suisse is further expanding its longstanding commitment to Swiss football and to the successful promotion of young talent. The Super League is the ideal place for future players in the national team to gain their first taste of professional football.

André Helfenstein, CEO of Credit Suisse (Switzerland) Ltd., stated: "We are very pleased and proud to become the title sponsor of the top tier of the Swiss Football League, which will now bear the Credit Suisse name. This move fits seamlessly with our sponsorship of the Swiss Football Association over many years and it underscores our commitment to football, to sport and to Switzerland. With this new partnership, we are making a further contribution to the promotion of football at the highest level – and also at grass-roots level."

Marc Walder, Chairman of the Board of Directors of Ringier Sports AG, commented: "The top levels of Swiss football have developed impressively over the past few years. This is also true of the Super League. Through this partnership, Credit Suisse is complementing its longstanding and successful commitment to Swiss football. Top-class sport is of social importance. I would like to thank Credit Suisse for its valuable commitment – especially now, as clubs, leagues, and associations are facing immense economic challenges due to the pandemic."

Credit Suisse's extensive commitment to Swiss football

For over 25 years, Credit Suisse has supported the Swiss Football Association (SFV) and is the main partner of all junior and senior national women's and men's teams. In addition to supporting professional football, Credit Suisse also promotes football at grass-roots level through the Credit Suisse Cup – the official Swiss schools' football championship. Moreover, it was recently announced that eFootball tournaments will also be held in the future in collaboration with the SFV (see www.earena.ch). In 2019, Credit Suisse won the naming rights for the new football stadium in Zurich, which will be called the Credit Suisse Arena. Credit Suisse Super League matches are expected to be held in the new stadium starting from the 2022/23 season.

About Ringier Sports

Ringier Sports AG specializes in development, production, and marketing primarily in the Swiss market. Its focus lies on spectator sports like football and hockey as well as on sports that have a high number of registered and/or active participants. With Ringier Sports AG and the new structure, core activities involve marketing Swiss clubs, associations, and organizations, as well as national and international events in the Swiss market. At the same time, exploiting commercial rights in national leagues and the future development and marketing of national events and championships remain key. In this regard, Ringier Sports counts on the long-standing knowledge of its employees and relies on its broad network of well-known and established partners.

Further information

Media Relations Credit Suisse AG, +41 844 33 88 44, media.relations@credit-suisse.com

Media office of Ringier AG, +41 44 259 64 44, media@ringier.ch

Credit Suisse

Credit Suisse AG is one of the world's leading financial services providers and is part of the Credit Suisse group of companies (referred to here as 'Credit Suisse'). Our strategy builds on Credit Suisse's core strengths: its position as a leading wealth manager, its specialist investment banking capabilities and its strong presence in our home market of Switzerland. We seek to follow a balanced approach to wealth management, aiming to capitalize on both the large pool of wealth within mature markets as well as the significant growth in wealth in Asia Pacific and other emerging markets, while also serving key developed markets with an emphasis on Switzerland. Credit Suisse employs approximately 48,800 people. The registered shares (CSGN) of Credit Suisse AG's parent company, Credit Suisse Group AG, are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York. Further information about Credit Suisse can be found at www.credit-suisse.com.

Disclaimer

This document was produced by and the opinions expressed are those of Credit Suisse as of the date of writing and are subject to change. It has been prepared solely for information purposes and for the use of the recipient. It does not constitute an offer or an invitation by or on behalf of Credit Suisse to any person to buy or sell any security. Any reference to past performance is not necessarily a guide to the future. The information and analysis contained in this publication have been compiled or arrived at from sources believed to be reliable but Credit Suisse does not make any representation as to their accuracy or completeness and does not accept liability for any loss arising from the use hereof.

Copyright © 1997-2020 CREDIT SUISSE GROUP AG and/or its affiliates. All rights reserved.