

Report Prepared On: 07/30/13

Structured Product Details

Name	Reverse Convertible Notes linked to Apple, Inc.
Issue Size	\$6.40 million
Issue Price	\$1,000
Term	12 Months
Annualized Coupon	7.00%
Pricing Date	May 15, 2013
Issue Date	May 20, 2013
Valuation Date	May 15, 2014
Maturity Date	May 20, 2014
Issuer	Credit Suisse
CDS Rate	21.45 bps
Swap Rate	0.69%
Reference Asset	Apple, Inc.'s stock
Initial Level	\$428.98
Trigger Price	\$321.74
Conversion Price	TBD
Dividend Rate	2.53%
Implied Volatility	27.67%
Delta¹	0.48
Fair Price at Issue	\$963.88
CUSIP	22546T7F2
SEC Link	www.sec.gov/Archives/edgar/data/1053092/000095010313003095/dp38345_424b2-psf27.htm

Related Research

Research Papers:
www.slcg.com/research.php

- "Are Structured Products Suitable for Retail Investors?" December 2006.
- "Structured Products in the Aftermath of Lehman Brothers," November 2009.
- "What TiVo and JP Morgan Teach Us about Reverse Convertibles," June 2010.

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Reverse Convertible Notes linked to Apple, Inc.

Description

Credit Suisse issued \$6.40 million of Reverse Convertible Notes linked to Apple, Inc. on May 20, 2013 at \$1,000 per note.

These notes are Credit Suisse-branded reverse convertibles. Reverse convertibles pay periodic interest coupons and at maturity convert into shares of the reference security if the price of the reference stock at the notes' maturity is below its price when the notes were issued and had closed below a specified "trigger" during the term of the notes.

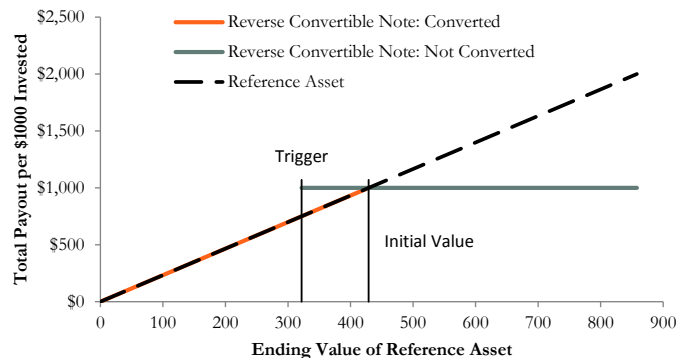
These 12-month notes pay monthly coupons at an annualized rate of 7.00%. In addition to the monthly coupons, at maturity on May 20, 2014 investors will receive the market value of 2.33 shares of Apple, Inc.'s stock if on May 15, 2014 Apple, Inc.'s stock price closes below \$428.98 (Apple, Inc.'s stock price on May 15, 2013) and had ever closed at or below \$321.74 during the term of the notes. Otherwise, investors will receive the \$1,000 face value per note.

Valuation

This Credit Suisse reverse convertible linked to Apple, Inc.'s stock can be valued as a combination of a note from Credit Suisse and a short down-and-in, at-the-money put option on Apple, Inc.'s stock. For reasonable valuation inputs this note was worth \$963.88 per \$1,000 when it was issued on May 20, 2013 because investors were effectively being paid only \$60.78 for giving Credit Suisse an option which was worth \$96.90.

There is no active secondary market for most structured products. Structured products, including this note, therefore are much less liquid than simple stocks, bonds, notes and mutual funds. Investors are likely to receive less than the structured product's estimated market value if they try to sell the structured product prior to maturity. Our valuations do not incorporate this relative lack of liquidity and therefore should be considered an upper bound on the value of the structured product.

Payoff Curve at Maturity

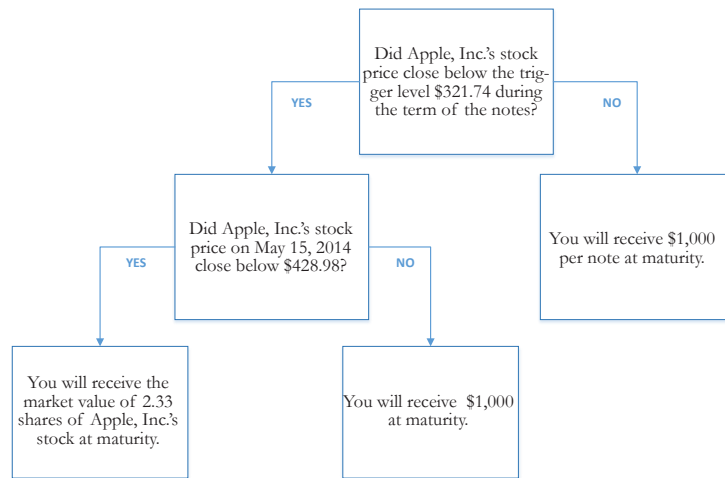


The payoff diagram shows the final payoff of this note given Apple, Inc.'s stock price (horizontal axis). For comparison, the dashed line shows the payoff if you invested in Apple, Inc.'s stock directly.

Principal Payback Table

Apple, Inc.'s Stock	Converted Note Payoff	Non-Converted Note Payoff
\$0.00	\$0.00	
\$42.90	\$100.00	
\$85.80	\$200.00	
\$128.69	\$300.00	
\$171.59	\$400.00	
\$214.49	\$500.00	
\$257.39	\$600.00	
\$300.29	\$700.00	
\$343.18	\$800.00	\$1,000.00
\$386.08	\$900.00	\$1,000.00
\$428.98	\$1,000.00	\$1,000.00
\$471.88	\$1,000.00	\$1,000.00
\$514.78	\$1,000.00	\$1,000.00
\$557.67	\$1,000.00	\$1,000.00
\$600.57	\$1,000.00	\$1,000.00
\$643.47	\$1,000.00	\$1,000.00

Maturity Payoff Diagram



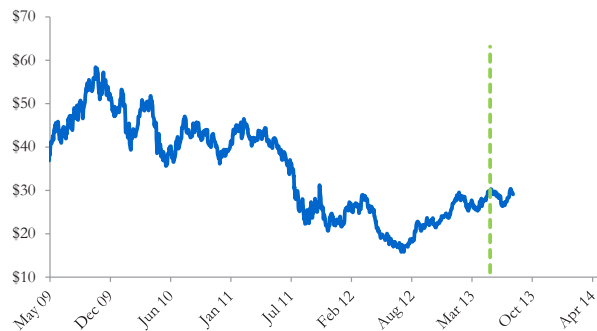
The contingent payoffs of this Reverse Convertible Note.

Analysis

This reverse convertible’s 7.00% coupon rate is higher than the yield Credit Suisse paid on its straight debt but, in addition to Credit Suisse’s credit risk, investors bear the risk that they will receive shares of Apple, Inc.’s stock when they are worth substantially less than the face value of the note at maturity.

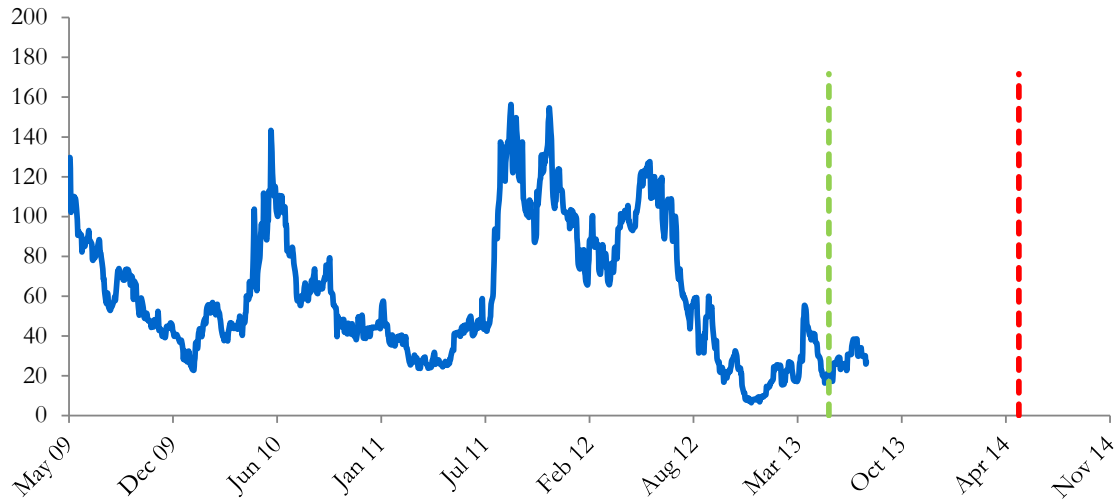
Investors purchasing reverse convertibles effectively sell put options to Credit Suisse and post the note’s issue price as collateral to secure satisfaction of the investors’ obligations under the option contracts. Credit Suisse pays investors a “coupon” that is part payment for the put options and part interest on the investors’ posted collateral. This reverse convertible is fairly priced if and only if the excess of the reverse convertible’s “coupon rate” above the interest Credit Suisse pays on its straight debt equals the value of the put option investors are giving to Credit Suisse. Whether the reverse convertible is suitable or not is equivalent to whether selling put options on the reference stock at the option premium being paid by Credit Suisse was suitable for the investor.

Credit Suisse’s Stock Price



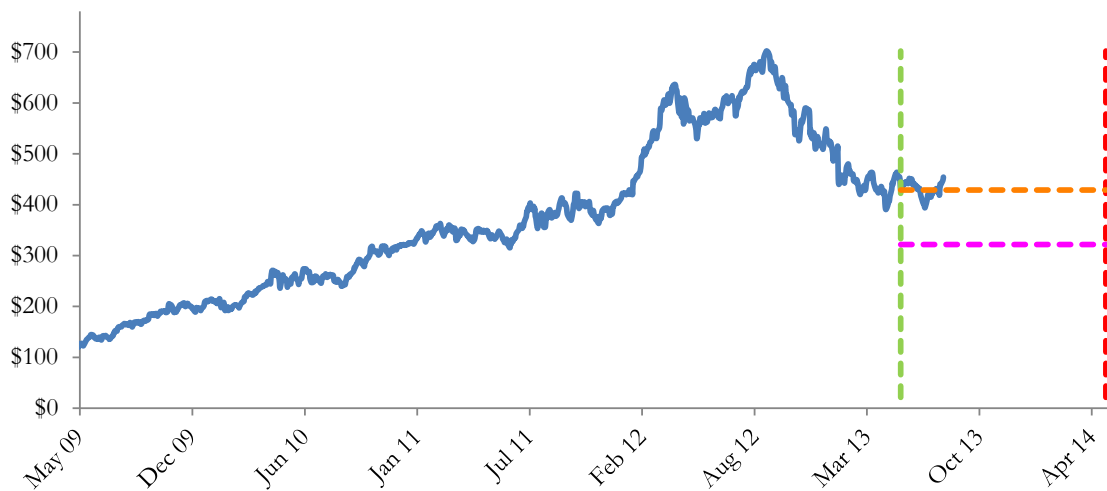
The graph above shows the adjusted closing price of the issuer Credit Suisse for the past several years. The stock price of the issuer is an indication of the financial strength of Credit Suisse. The adjusted price shown above incorporates any stock split, reverse stock split, etc.

Credit Suisse's CDS Rate



Credit default swap (CDS) rates are the market price that investors require to bear credit risk of an issuer such as Credit Suisse. CDS rates are usually given in basis points (bps). One basis point equals 0.01%. Higher CDS rates reflect higher perceived credit risk, higher required yields, and therefore lower market value of Credit Suisse's debt, including outstanding Reverse Convertible Note. Fluctuations in Credit Suisse's CDS rate impact the market value of the notes in the secondary market.

Apple, Inc.'s Stock Price

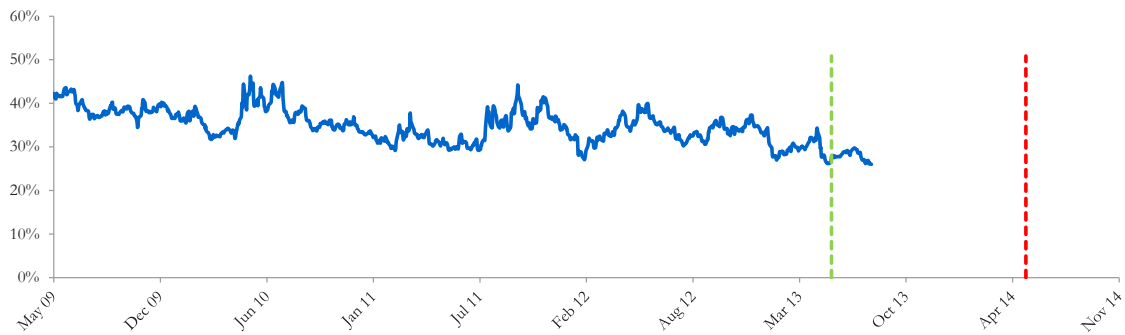


The graph above shows the historical levels of Apple, Inc.'s stock for the past several years. The final payoff of this note is determined by Apple, Inc.'s stock price at maturity. Higher fluctuations in Apple, Inc.'s stock price correspond to a greater uncertainty in the final payout of this Reverse Convertible Note.

Realized Payoff

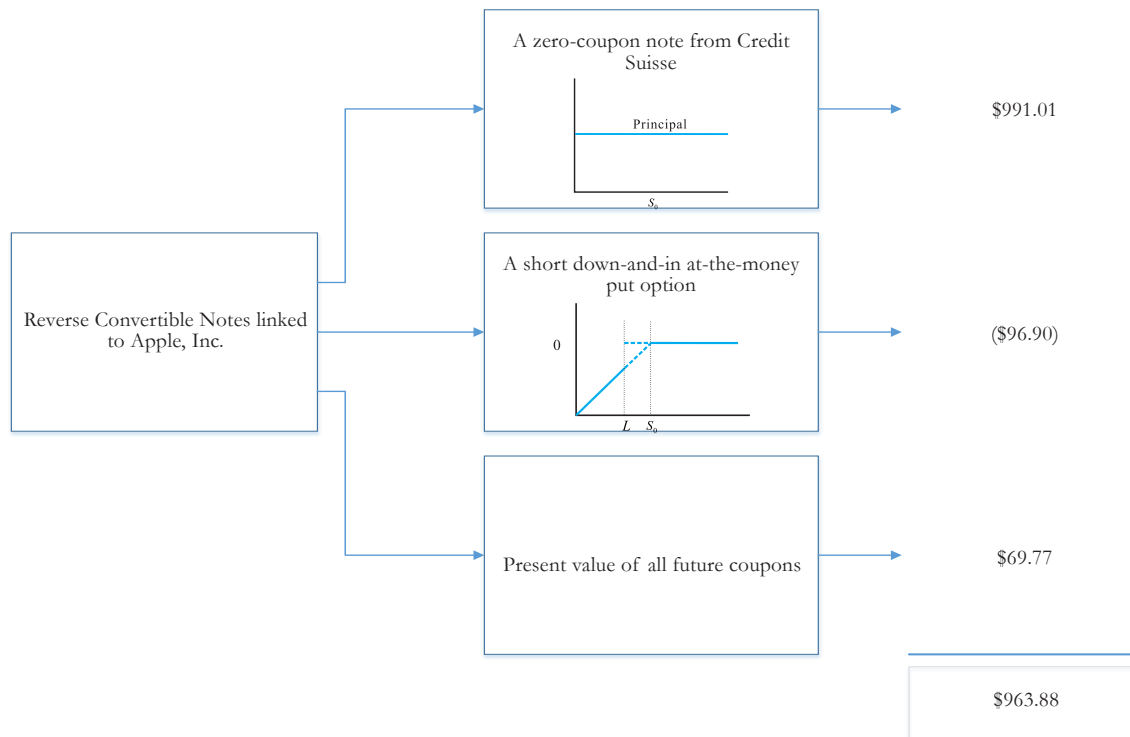
This product will mature on May 20, 2014.

Reference Asset Apple, Inc.'s Stock's Implied Volatility



The annualized implied volatility of Apple, Inc.'s stock on May 15, 2013 was 27.67%, meaning that options contracts on Apple, Inc.'s stock were trading at prices that reflect an expected annual volatility of 27.67%. The higher the implied volatility, the larger the expected fluctuations of Apple, Inc.'s stock price and of the Note's market value during the life of the Notes.

Decomposition of this Reverse Convertible Note



This note can be decomposed into different components, and each component can be valued separately. The chart above shows the value of each component of this Reverse Convertible Note.

1. Delta measures the sensitivity of the price of the note to the Apple, Inc.'s stock price on May 15, 2013.
2. CDS rates can be considered a measure of the probability that an issuer will default over a certain period of time and the likely loss given a default. The lower the CDS rate, the lower the default probability. CDS rate is given in basis points (1 basis point equals 0.01%), and is considered as a market premium, on top of the risk-free rate, that investors require to insure against a potential default.
3. Fair price evaluation is based on the Black-Scholes model of the Apple, Inc.'s stock on May 15, 2013.
4. Calculated payout at maturity is only an approximation, and may differ from actual payouts at maturity.
5. Our evaluation does not include any transaction fees, broker commissions, or liquidity discounts on the notes.