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Participation of [300%]
Cond. Protection of 90%
Term of 10 years
Reference Entity AXA SA



# CHF 90% Reference Entity Certificate with Conditional Protection

CS STAA 6% CHF ER Index

		Valor: 40200437 / ISIN: XS1773941494
Reference Index	Bloomberg	Initial Level
CS STAA 6% CHF ER Index	STAACE6 Index	Reference Index value at Initial Fixing Date

## **Key Indicative Terms**

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Issuer (Debtor)	Credit Suisse AG, Zurich, acting through its don Branch, London (Moody's: A1 / S&P: A) <sup>2</sup>
Calculation Agent	Credit Suisse International, London
Reference Entity	AXA SA (Moody's: A2) <sup>3</sup>
Currency/Denomination	on CHF 100
Issue Price	100%
Minimum Repayment of Redemption Date	<b>90%</b> of the Denomination, subject to a Credit Event
Participation on Final Fixing Date	[300%] in the positive performance of the Reference Index
Initial Fixing Date	13 July 2018
Payment Date	24 July 2018
Final Fixing Date	14 July 2028
Redemption Date <sup>4</sup>	24 July 2028
Lock-in Value	90% of the highest Index value observed on any Lock-in Observation Date
Lock-in Observation Date	annually, 24 July 2025, 24 July 2026 and 26 July 2027
Final Fixing Level	The higher of (a) the Index value as per the Final Fixing Date or (b) the Lock-In Value
Credit Event Period <sup>5</sup>	60 days prior to Initial Fixing Date until the Redemption Date, subject to extension
Distribution Fee (in percent of De- nomination)	2.5% upfront (= 0.25% p.a.) and 0.4% p.a. running in the first year and thereafter (both included in the Issue Price)
Sales/Offering	Switzerland only
Sales/Offering Restric	stions See page 4

## You May Be Interested in This Product, If

- You expect a positive performance of the Reference Index.
- You are looking for an investment that is linked to the Reference Index.
- You are comfortable with an investment that is linked to the credit risk of the Issuer and the Reference Entity

#### **How It Works**

The Reference Entity Certificate with Conditional Protection (the 'Note') entitles the investors to receive 90% of the Denomination on the Redemption Date plus an additional amount depending upon the performance of the Reference Index, provided that no Credit Event has occurred with regards to the Reference Entity during the Credit Event Period and that the Issuer has not defaulted. The Note offers a Participation of [300%] in the positive performance of the Reference Index as calculated from the Initial Level on the Final Fixing Date.

#### Lock-in Feature

The investor benefits from a Lock-in Feature, whereby the Lock-in Value for the Index is at least 90% of the highest value of the Index observed annually, for the first time on 24 July 2025. The Final Fixing Level is the higher of the Index value as per the Final Fixing Date or the Lock-In Value.

#### **Credit Event**

In case of a Credit Event on the Reference Entity (i.e., the Reference Entity goes bankrupt, fails to pay any amount on its outstanding obligations or goes through a restructuring), the Note will be redeemed in cash at the Redemption Date according to the Adjustment Provision.

<sup>1</sup> All terms and conditions mentioned in this document are indicative only and will be confirmed or adjusted by the end of the Subscription Period.

 $<sup>^2</sup>$  Date of latest rating change of the Issuer (Moody's: 13.12.2016 / S&P: 02.07.2013).

<sup>&</sup>lt;sup>3</sup> Date of latest rating change of the Reference Entity (Moody's: 19.03.2003).

<sup>&</sup>lt;sup>4</sup> The Redemption Date is subject to maturity date deferral (see "Postponement of redemption and deferral of payments" under "Important Notices to Investors" and the respective terms in the Termsheet.

<sup>&</sup>lt;sup>5</sup> Upon the occurrence of a Credit Event or a potential credit event with respect to the Reference Entity, the Redemption Date may be postponed and the Credit Event Period extended, in each case as specified in the terms and conditions of the Notes.

#### **Adjustment Provision**

In case of a Credit Event, the Note will be redeemed in cash on the Redemption Date according to the recovery price of the reference obligation plus an additional amount depending on the positive performance of the Reference Index. The recovery price corresponds to the auction final price which is determined by the ISDA<sup>6</sup> committee. In case, however, for any reason no auction final price is available, the Calculation Agent determines the value (recovery price) of the reference obligation in best market practice (further information can be found in the product documentation). The overall value of such a redemption amount will probably be significantly lower than the initially invested amount or could even be zero.

## **Scenario Analysis at Redemption**

- a) No Credit Event occurred on the Reference Entity during the Credit Event Period
  - i) The Reference Index closes above the Lock-in Value and the Initial Level on the Final Fixing Date
  - You will receive 90% of the Denomination.
  - You will receive [300%] of the positive performance of the Reference Index, calculated from its Initial Level.
  - ii) The Lock-in Value is above the Index value as per the Final Fixing Date and the Initial Level
  - You will receive 90% of the Denomination.
  - You will receive [300%] of the positive performance of the Reference Index, calculated from its Initial Level up to the Lock-in Value.
  - iii) The Reference Index closes at or below the Initial Level on the Final Fixing Date and the Lock-in Value is below the Initial Level (worst case)
  - You will receive 90% of the Denomination.

#### b) A Credit Event occurred on the Reference Entity during the Credit Event Period

- The Note will be redeemed in cash on the Redemption Date according to the Adjustment Provision
- You may lose all of your invested capital

#### Sample Returns on Investment (ROI) at Redemption<sup>7</sup>

Worst case	90%	-10.00%
105.00	100.00%	0.00%
120.00%	120.00%	20.00%
140.00%	150.00%	50.00%
160.00%	180.00%	80.00%
Final Fixing Level	Redemption Amount	ROI

ROI are calculated on the basis of issuer solvency and no occurrence of a Credit Event. Please see below for a more detailed description of issuer risk.

## **Key Benefits**

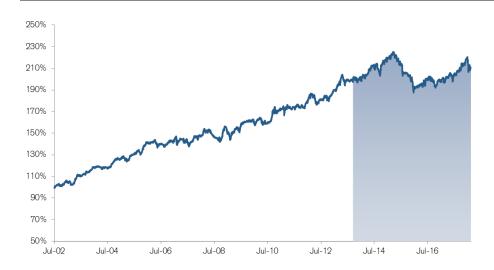
- On the Redemption Date, the Note will be redeemed at minimum 90% of the Denomination, as long as no Credit Event has occurred on the Reference Entity during the Credit Event Period.
- On the Final Fixing Date, you will participate [300%] in the positive performance of the Reference Index, as calculated from the Initial Level.
- Lock-in Feature: The Final Fixing Level is the higher of the Index value as per the Final Fixing Date or the Lock-In Value.
- The Reference Index follows a dynamic allocation mechanism, based on fundamental academic research.
- The Reference Index provides diversification through tactical allocation across asset classes and regions.

### **Key Risks**

- Issuer Risk and Market Risk.
- Under certain circumstances, a direct investment in the Reference Index might produce a higher return.
- The Note is linked to the creditworthiness of the Reference Entity. The likelihood of a Credit Event occurring in respect of the Reference Entity will generally fluctuate with, among other things, the financial condition and other characteristics of the relevant Reference Entity, general economic conditions, the condition of certain financial markets, political events, developments or trends in any particular industry and changes in prevailing interest rates. Prospective investors should conduct their own investigation and analysis with respect to the creditworthiness of the Reference Entity and the likelihood of the occurrence of a Credit Event with respect to the Reference Entity.
- In case of a Credit Event of the Reference Entity the value of the reimbursed Note may be significantly lower than the invested amount or even be zero. This may result in partial or even in complete loss of the capital invested.
- Investors are exposed to a Credit Event during the whole Credit Event Period starting 60 days prior the Initial Fixing Date and ending on the Redemption Date.
- The Note may trade considerably below the redemption price during its lifespan even if no Credit Event has occurred on the Reference Entity.
- See "Important Notices to Investors" for a more detailed description of the key risks and further risks.

<sup>&</sup>lt;sup>6</sup> ISDA stands for International Swaps and Derivatives Association. Although many of the definitions set forth in the terms and conditions of the product may be similar to the corresponding definitions in the 2014 ISDA Credit Derivatives Definitions they are not identical to such definitions. Furthermore, the terms and conditions may not include all of the definitions set forth in the 2014 ISDA Credit Derivatives Definitions.

<sup>&</sup>lt;sup>7</sup> Redemption value not including taxes, costs and fees.



\*Neither simulated and nor historical performance is an indicator or guarantee for future performance.

Source: Credit Suisse, Bloomberg

The currency of the Reference Index may differ from the currency of your home state and therefore the relevant returns shown may increase or decrease as a result of exchange rate fluctuations.

#### **Important Notices to Investors**

#### Potential Conflicts/Compensation

In connection with this complex product, the Issuer and/or its affiliates may pay to third parties, including affiliates, remunerations that may be factored into the terms of this product. The Issuer and/or its affiliates may also offer such remunerations to third parties in the form of a discount on the price of the product. Additional information can be found in the simplified prospectus. Receipt or potential receipt of such remunerations may lead to a conflict of interests. Internal revenue allocation may lead to a similar effect. Finally, third parties or the Investor's bank may impose a commission/brokerage fee in connection with the purchase of or subscription to the complex products. Investors may request further information from their bank/distributor.

### Issuer Risk

This product is a type of debt instrument, which is a loan to the Issuer. You bear the risk that the Issuer may not be able to meet its payment obligation to you. Therefore, if the Issuer defaults or becomes insolvent, your investment and any future coupon payments may be at risk and you could lose some or all of the capital invested. Minimum repayment does not protect you from such losses.

#### No 100% Capital Protection

There is no 100% capital protection with this investment. Depending on the performance of the underlying, the final repayment amount may be less than the invested capital.

#### **Emerging Market**

Investments in this product are exposed to emerging market risks, which include (among others) a certain degree of political instability, relatively unpredictable financial markets and economic growth patterns, a financial market that is still at the development stage and a weak economy.

## Commodity

Commodity investments are subject to greater fluctuations in value than normal investments and may lead to additional investment risks. This product is linked to the performance of the underlying commodity index. The index does not directly reflect the spot or forward price. Under certain market conditions, the index can outperform or underperform the underlying commodity itself or even perform contrarily to the spot or forward price due to rollover gains/costs that have to be taken into account within the index calculation.

#### No Dividend Entitlement

In case this product is linked to the performance of specific shares, you are not entitled to any dividends as you are not a shareholder.

#### **Currency Risk**

If an investment is denominated in a currency other than your base currency, changes in the rate of exchange may have an adverse effect on value, price or income.

#### Market Risk

During its lifetime, the performance of this product depends on the general

global economic situation along with the political and economic factors in the specific countries. In particular, any changes in market prices (e.g., interest rates, stock prices, foreign exchange rates or commodity prices) can have a negative effect on the valuation of the product. Therefore, if you choose to sell the product prior to Redemption Date, it may result in a poor return which may include loss to your capital. Any minimum repayment or capital protection (if applicable) applies at maturity only.

#### Secondary Market/Liquidity Risk

If you try to sell this product you may not be able to find a buyer or the sale price may be below the purchase price.

#### Redemption Risk

The product terms may permit the Issuer to redeem the product earlier upon the occurrence of certain tax event or change of law at a value to be determined by the Issuer.

#### No claim against Reference Entity

You will have no claim against the Reference Entity and no interest in or rights under any obligation of the Reference Entity. An investment in the product is not equivalent to an investment in the obligations of the Reference Entity.

## Postponement of Redemption and Deferral of Payments

Where a potential Credit Event exists as at the Redemption Date of the product or a resolution of a Credit Derivatives Committee by ISDA is pending at such time, the redemption of the product may be postponed for a material period after the Redemption Date.

#### Purpose of this Document

This document represents marketing material and only outlines certain key features of the product. It is neither a simplified prospectus as stated in Art. 5 of the Swiss Federal Act on Collective Investment Schemes nor a prospectus in accordance with Art. 652a / Art. 1156 of the Swiss Code of Obligations. You should refer to the Issuer's product documentation which contains the only legally binding terms for this product and further elaboration on risk factors. Please note that such product documentation, usually referred to as the final terms, and the simplified prospectus can be obtained free of charge from the distributor or the Issuer and may only be available in English. The simplified prospectus is also available on www.creditsuisse.com/derivatives. Credit Suisse AG and/or its affiliates do not make any representation as to the accuracy or completeness of this document and assume no liability for losses and tax implications arising from the use here-

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#### **Further Investment Considerations**

#### Tax Treatment in Switzerland

No Swiss withholding tax (Verrechnungssteuer). No Swiss issue stamp tax (Emissionsabgabe). Secondary market transactions are subject to Swiss securities transfer stamp tax (0.15%) for Swiss resident investors. This product classifies as transparent products with a predominant one time interest payment, IUP (Interest Unique Predominant). The Swiss income tax is based on the difference of the present value (bondfloor=[90%], IRR=[0%]) on the notional calculated in CHF between the sale or redemption and investment date. This product is not subject to EU savings tax for Swiss paying agents.

#### Complex Product/Investor Responsibility

This product is a complex securitized derivative and related to corresponding risks. It is intended only for investors who (a) have prior knowledge or experience of this product or (b) take steps to familiarize themselves with the features and risks of this product, so as to determine if this product suits their investment objectives, and independently assess (with their independent professional advisors if necessary) the specific risks (maximum loss, currency risks, etc.) and the legal, regulatory, credit, tax, accounting consequences and any foreign exchange restrictions or exchange control requirements before making any investment decision. Investors must understand and be capable of assuming all risks involved.

In addition to carefully reviewing this document, you should review the "Special Risks in Securities Trading" risk disclosure brochure (which is available on the Swiss Bankers Association's website:

www.swissbanking.org/en/home/shop.htm. The Issuer's product documentation contains additional terms, risks and information about the Issuer.

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#### **Credit Rating**

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## Selling Restrictions

**General**: Except as set out in this document, no action has been or will be taken that would permit a public offering of this complex product or possession or distribution of any offering material in relation to this complex product in any jurisdiction where action for that purpose is required. No offers, sales, deliveries or transfers of this complex product or the underlying(s) (if any) to be delivered upon redemption of this complex product, or distribution of any offering material relating to this complex product, may be made in or from any jurisdiction except in circumstances which will result in compliance with any applicable laws and regulations. Some specific selling restrictions are listed below. Further information as well as a non-exhaustive list of additional selling restrictions can be found in the Base Prospectuses, as supplemented from time to time, which are available on the website of Credit Suisse (www.credit-suisse.com/derivatives).

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## CS STAA 6% CHF ER Index

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CS as Index Sponsor is the final authority on the Index and the interpretation and application of the Rules. CS as Index Sponsor may supplement, amend (in whole or in part), revise or withdraw these Rules at any time. The Rules may change without prior notice. CS will apply the Rules in its discretion exercised in good faith and a commercially reasonable manner and (where there is a corresponding applicable regulatory obligation) shall take into account whether fair treatment is achieved by any such exercise of discretion in accordance with its applicable regulatory obligations, and in doing so may rely upon other sources of market information. Neither CS as Index Sponsor nor CSI as Index Calculation Agent warrants or guarantees the accuracy or timeliness of calculations of Index values or the availability of an Index value on any particular date or at any particular time. Neither CS nor any of its affiliates (including their respective officers, employees and delegates) shall be under any liability to any party on account of any loss suffered by such party (however such loss may have been incurred) in connection with anything done, determined, interpreted, amended or selected (or omitted to be done, determined or selected) by it in connection with the Index and the Rules, unless such loss is caused by gross negligence, fraud or willful default on the part of CS or any of its affiliates. 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The Index Strategy is subject to change at any time by the Index Sponsor but subject to consultation with the Index Committee. Neither CS nor its affiliates shall be under any liability to any party on account of any loss suffered by such party, unless such loss is caused by gross negligence, fraud or willful default on the part of CS or any of its affiliates in connection with any change in any such strategy, or determination or omission in respect of such strategy. Neither CS nor any of its affiliates is under any obligation to monitor whether or not an Index Disruption Event has occurred and shall not be liable for any losses unless caused by gross negligence, fraud or willful default on the part of CS or any of its affiliates resulting from (i) any determination that an Index Disruption Event has occurred or has not occurred, (ii) the timing relating to the determination that an Index Disruption Event has occurred or (iii) any actions taken or not taken by CS or any of its affiliates as a result of such determination. Unless otherwise specified, CS shall make all calculations, determinations, amendments, interpretations and selections in respect of the Index. Neither CS nor any of its affiliates (including their respective officers, employees and delegates) shall have any responsibility for good faith errors or omissions in its calculations, determinations, amendments, interpretations and selections as provided in the Rules unless caused by gross negligence, fraud or willful default on the part of CS or any of its affiliates. The calculations, determinations, amendments, inter-

pretations and selections of CS and CSI shall be made by it in accordance with the Rules, acting in good faith and in a commercially reasonable manner and (where there is a corresponding applicable regulatory obligation) shall take into account whether fair treatment is achieved by any such calculation, determination, amendment, interpretation and selections in accordance with its applicable regulatory obligations (having regard in each case to the criteria stipulated herein and (where relevant) on the basis of information provided to or obtained by employees or officers of CS and CSI responsible for making the relevant calculations, determinations, amendments, interpretations and selections). For the avoidance of doubt, any calculations or determinations made by CS or CSI under the Rules on an estimated basis may not be revised following the making of such calculation or determination. No person may reproduce or disseminate the Index Rules, any Index Value and any other information contained in this document without the prior written consent of CS. This document is not intended for distribution to, or use by any person in a jurisdiction where such distribution or use is prohibited by law or regulation. No one other than CS is permitted to use the Index Rules or any Index Value in connection with the writing, trading, marketing, or promotion of any financial instruments or products or to create any indices. The Rules shall be governed by and construed in accordance with English law. "Credit Suisse", the Credit Suisse logo and "Credit Suisse Systematic Tactical Asset Allocation 6% CHF Excess Return Index" are trademarks or service marks or registered trademarks or registered service marks of Credit Suisse Group AG or one of its affiliates.

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