

Press release

G rard Haeberli to join BCV as head of the new Private Banking Division

BCV's Board of Directors has appointed G rard Haeberli to the Bank's Executive Board as head of the Bank's new Private Banking Division* following the reorganization of the Bank announced in November 2008. Mr. Haeberli has had a long career in private wealth management and his deep knowledge of the market in French-speaking Switzerland makes him the ideal person to spearhead the targeted expansion of the BCV's wealth management activities.

A key new position

In accordance with BCV's revised strategy, the new division will be composed of the Bank's Private Banking, Financial Protection & Planning and Independent Asset Management departments and will be one of the Bank's four front-line divisions, all of which have a strong client orientation. The new division's focus on private wealth management activities will facilitate client acquisition and business development. Mr. Haeberli, who was head of Credit Suisse Private Banking in French-speaking Switzerland, is ideally suited to lead the growth of BCV's wealth management activities. Mr. Haeberli will take up his position on 1 July 2009.

The right person

Mr. Haeberli has more than 20 years of experience in banking and has spent his entire career thus far at Credit Suisse. From 1987, he held responsibilities in private banking in Yverdon and then worked in Zurich before being transferred to the United States, where he worked in New York and Miami. In 1994 he was transferred to Lausanne, where he took over responsibility for an international desk for Credit Suisse Private Banking. In 1998 he was put in charge of the Vaud region, and became head of Private Banking for all of French-speaking Switzerland in 2000. His responsibilities were extended in 2006 to include all of Credit Suisse's business lines in French-speaking Switzerland, with around 1,000 people under his leadership. Mr. Haeberli's in-depth knowledge of French-speaking Switzerland and his focus on wealth management make him the right person to head BCV's Private Banking Division.

A high-level appointment

Mr. Haeberli, a Swiss citizen, was born in 1961. He is married and has two children. Mr. Haeberli holds an economics degree from the University of

Lausanne (HEC) and certificates from the International Bankers School in New York, Harvard Business School in Boston and IMD in Lausanne.

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* The name of the new division is provisional.

For further information, please contact:

Christian Jacot-Descombes, Press Officer

Tel.: +41 21 212 28 61

Email: christian.jacot-descombes@bcv.ch

Wilhelm Blaeuer, relations investisseurs

Tel: +41 21 212 20 71

Email: wilhelm.blaeuer@bcv.ch

Note to editors:

This press release is being issued outside the trading hours of the SIX Swiss Exchange in order to comply with the principles of ad hoc disclosure pursuant to the SIX listing rules.

The above text is a translation of the original French document entitled "Gérard Haeberli nommé directeur général de la nouvelle Division *Private Banking* de la BCV"; only the French version is authoritative.