



SAANENLAND, WHERE BANKING MATTERS

Annual Report 2014
Summary

AT A GLANCE

	2014 CHF	previous year CHF	change +/- in %
Balance sheet total	1'201'619'000	1'148'767'000	+4.6%
Loans and advances to customers	974'146'000	947'625'000	+2.8%
Clients' funds	946'622'000	919'393'000	+3.0%
Capital and general reserves after profit allocation	76'103'000	72'612'000	+4.8%
Gross profit	7'431'000	7'987'000	-7.0%
Net profit	2'270'000	2'249'000	+0.9%
Cost/income ratio	53.9%	51.8%	+2.1%
Saanen-Bank share tax value	2'375	2'500	-5.0%
Requested dividend	22%	22%	unchanged
Staff	34.5	34.9	-1.1%
Trainees	6	6	unchanged

Established: 1874

Auditors

In conformity with Swiss Code of Obligations
PricewaterhouseCoopers AG, Bern

In conformity with federal Banking law
PricewaterhouseCoopers AG, Bern

Internal audit
Entris Audit AG, Gümligen

Our service partners

Partners of Saanen Bank

Entris
Operations


swisscom

R|&BANQUIERS
Rahn & Bodmer Zürich

EDITORIAL

DEAR SHAREHOLDERS,

2014 proved to be another particular year for our banking industry – following in the footsteps of previous years. Apart from a historically low interest rate environment, we had to contend with the implementation of the US tax program while also complying with additional requirements imposed by FINMA, the Swiss Financial Market Supervisory Authority, and the SNB, the Swiss National Bank.

In our history dating back for more than 140 years, we have experienced many ups and downs in the region, in Switzerland, in the world and in our industry. Fortunately, even in the more challenging phases, we have always succeeded in writing another chapter in the Bank's success story.

A first glance at our figures shows that the above applies again today. Despite the difficult environment, we are able to look back once again on a sound annual financial statement.

With a 4.6% increase of our balance sheet, a delightful growth could be realized. However, because of the low interest rate environment and our prudent business policy, earnings have been lower compared to the previous year, as we have expected. With a gross profit of CHF 7.4 million (-7%) we are able to strengthen our reserves and hence to the Bank's equity capital. That was, as everyone knows, our policy in the last decades and explains why our Bank now benefits from a solid financial buffer (equity capital and reserves).

Despite good business development, a satisfactory annual profit and a positive outlook in the future, our share price trended slightly lower. Only a few of our 24,000 shares changed hands last year; in fact there were more sellers (for the most part communities of heirs) than buyers. Based on that (less transactions), our share price fell by around 5%. It did so even



though the net asset value of the Bank has been substantially increased both last year and in the current financial year. Also, the uncertain outcome of the US deal certainly contributed to less demand for our shares. We still hope to be able to close that chapter in the first half of 2015 and do not expect any surprises on the cost side.

On behalf of the Board of Administration, the executive management and all our staff, I wish to thank you for your great confidence in us, your loyalty and close cooperation. We will be happy to serve you again during this year which just started and will continue to do everything in our power to maintain the high standard of our work and to be your reliable and competent banking partner in the Saanenland.

2014 was an eventful and challenging year. Working together, the team succeeded in mastering the challenges and creating added value. I particularly wish to take this opportunity to thank the executive management, the senior management and all our employees warmly for their outstanding commitment.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'P. Kübli'. The signature is fluid and cursive, with a prominent initial 'P'.

Peter Kübli
Chairman of the Board of Administration



BALANCE SHEET AS PER DECEMBER 31, 2014

Assets	CHF in 1'000	2014	previous year
Liquid assets		73'778	39'792
Receivable from money market instruments		0	0
Receivable from banks		133'192	130'360
Receivable from clients		80'875	70'304
Receivable from mortgages		893'271	877'321
Securities and precious metals trading portfolios		1'805	3'045
Financial investments		7'087	14'587
Participations		656	656
Tangible fixed assets		6'768	8'036
Accrued income and prepaid expenses		363	856
Other assets		3'824	3'810
Total		1'201'619	1'148'767
Total subordinated receivable		0	0



Liabilities	CHF in 1'000	2014	previous year
Liabilities to money market instruments		0	0
Liabilities to banks		0	0
Liabilities to clients (client savings and investments)		558'683	552'840
Other liabilities to clients		370'731	348'435
Public notes		17'208	18'118
Bonds and mortgage bond loans		135'500	113'400
Accrued expenses and deferred income		1'484	1'099
Other liabilities		4'838	4'970
Value adjustments and provisions		36'544	36'765
Reserves for general banking risks		29'801	28'052
Share capital		2'400	2'400
General statutory reserves		8'500	8'400
Other reserves		33'646	32'025
Profit carried forward		14	14
Net profit for the year		2'270	2'249
Total		1'201'619	1'148'767
Total subordinated loan		0	0

Off-Balance sheet transactions	CHF in 1'000	2014	previous year
Contingent liabilities		7'545	6'676
Irrevocable commitment		32'534	31'360
Call and additional payment liabilities		769	769
Derivative financial instruments:			
Positive replacement values		41	140
Negative replacement values		3'811	3'700
Underlying amounts		30'641	75'567
Fiduciary transactions		0	4'363

INCOME STATEMENT, JANUARY 1 - DECEMBER 31, 2014

Income and expenses from ordinary banking operations	CHF in 1'000	2014	previous year
Net interest income			
Interest and discount income		19'915	20'659
Interest and dividend income from trading portfolios		23	6
Interest and dividend income on financial investments		254	420
Interest expenses		-7'681	-8'302
Subtotal from interest activities		12'511	12'783
Income from commission and service fee activities			
Commission income from lending activities		27	34
Commission income on securities and investment transactions		1'674	1'828
Commission income on other services		983	974
Commission expenses		-173	-242
Subtotal income from commission and service fee activities		2'511	2'594
Result from trading operations		887	650
Other ordinary results			
Results from the sale of financial investments		-27	276
Results from participations		173	138
Real estate income		109	114
Other ordinary income		26	32
Other ordinary expenses		-55	-6
Subtotal from other ordinary results		226	554
Operation expenses			
Staff expenses		-4'353	-4'242
Other operating expenses		-4'351	-4'352
Subtotal operating expenses		-8'704	-8'594
Gross profit		7'431	7'987



Gross profit	CHF in 1'000	2014	previous year
Gross profit		7'431	7'987
Depreciation of fixed assets		-1'390	-1'333
Value adjustments, provisions and losses		-2'313	-3'374
Profit / loss		3'728	3'280
Extraordinary income		1'330	1'052
Extraordinary expenses		-1'749	-1'146
Taxes		-1'039	-937
Profit for the year		2'270	2'249
Profit allocation			
Profit for the year		2'270	2'249
Profit carried forward		14	14
Retained earnings		2'284	2'263
Appropriation of retained earnings			
Transfer to general legal reserve		-100	-100
Transfer to other reserve		-1'642	-1'621
Distribution on share capital		-528	-528
Profit carried forward		14	14



DEVELOPMENT 1875–2014

Year	Balance sheet	Share capital	Reserves	Client's funds	Loans and advances	Dividend
1875	22'719	5'680	265	16'774	21'050	4%
1879	60'744	5'680	2'291	47'588	59'940	4%
1884	154'556	5'400	7'732	141'425	150'160	4%
1889	200'628	43'360	0	128'587	180'695	0%
1894	174'249	43'340	0	118'828	140'102	0%
1899	247'749	43'320	0	204'206	230'639	0%
1904	503'410	43'300	8'986	431'970	482'450	3%
1909	1'082'589	43'260	35'408	992'113	967'552	5%
1914	1'356'689	43'220	72'274	1'229'109	1'185'569	5%
1919	2'636'241	43'220	100'000	2'484'372	1'533'567	5%
1924	3'050'242	120'220	81'500	2'813'279	2'182'419	5%
1929	3'637'728	120'220	157'500	3'324'389	2'733'652	5.16%
1934	4'471'097	120'220	241'000	3'706'325	3'624'369	4.72%
1939	3'511'341	120'000	265'000	3'066'040	2'583'156	4.79%
1944	5'033'313	120'000	295'000	4'569'960	3'012'257	5%
1949	8'010'146	120'000	360'000	6'245'292	6'576'920	5%
1954	11'031'916	120'000	540'000	8'337'446	9'859'760	5%
1959	16'038'692	300'000	925'000	12'914'048	13'802'523	6%
1964	27'254'893	300'000	1'370'000	20'826'472	23'706'252	8%
1969	38'305'744	800'000	1'980'000	31'400'842	32'285'546	8%
1974	66'532'989	1'400'000	3'010'000	55'360'108	52'735'069	9+2%
1979	109'595'320	1'400'000	3'870'000	86'495'876	84'547'879	10%
1984	176'322'471	2'400'000	6'540'000	130'298'240	146'809'917	10%
1989	284'515'590	2'400'000	8'280'000	202'793'301	244'750'775	10%
1994	333'851'687	2'400'000	15'350'000	219'610'912	299'327'324	13%
1995	345'449'500	2'400'000	16'000'000	236'987'300	308'561'200	13%
1998	378'378'700	2'400'000	18'400'000	261'724'800	338'160'000	14%
1999	396'667'500	2'400'000	19'525'000	268'661'900	342'250'400	16%
2000	413'151'000	2'400'000	20'650'000	300'729'300	353'497'600	16%
2001	466'319'000	2'400'000	28'450'000	350'538'800	388'182'700	17%
2002	481'515'000	2'400'000	30'350'000	372'850'000	410'956'000	17%
2003	522'275'000	2'400'000	32'308'000	391'647'000	446'790'000	18%
2004	544'668'000	2'400'000	34'505'000	424'960'000	471'126'000	18%
2005	599'277'000	2'400'000	36'935'000	470'134'000	521'211'000	19%
2006	618'263'000	2'400'000	40'335'000	491'684'000	522'891'000	20%
2007	659'842'000	2'400'000	44'437'000	507'624'000	565'829'000	21%
2008	748'298'000	2'400'000	48'392'000	592'409'000	645'929'000	21%
2009	810'656'000	2'400'000	52'374'000	630'071'000	699'972'000	21%
2010	914'994'000	2'400'000	56'785'000	709'101'000	764'981'000	21%
2011	993'706'000	2'400'000	61'919'000	775'247'000	843'097'000	21%
2012	1'048'218'000	2'400'000	67'346'000	831'520'000	899'841'000	22%
2013	1'148'767'000	2'400'000	70'212'000	919'393'000	947'625'000	22%
2014	1'201'619'000	2'400'000	73'703'000	946'622'000	974'146'000	22%



BOARD OF DIRECTORS AND MANAGEMENT

BOARD OF DIRECTORS

	elected until
Peter Kübli, engineer HTL (Technical College), Gstaad	2015
Victor Steimle*, business administrator FH, Saanen, Vice-Chairman	2016
Ueli Haldi-von Siebenthal, agriculturist, Feutersoey	2018
Marianne Kropf, certified chemist, Gstaad	2016
Daniel Matti, lic oec. HSG, Schönried	2017
Bruno von Allmen, architect HTL (Technical College), Gstaad	2016
Peter Weissen, civil engineer HTL (Technical College), Lauenen	2016

* AC delegate on the Board of Directors

None of the members of the Board of Directors exercised or exercises executive functions at SB Saanen Bank AG. None of the members of the Board of Directors entertains major business relationships with SB Saanen Bank AG. All members comply with the non-affiliation criteria as outlined in EBK circular 06/06 Rz 20-24.

EXECUTIVE MANAGEMENT



Jürg von Allmen

Chief Executive Officer

Urs Zumbrunnen

Deputy Chief Executive
Head of Credits

Simon Graa

Vice Executive Officer
Head of Provisions

Stephan Hebeisen

Vice Executive Officer
Head of Wealth Management

Adrian Friedli

Assistant Vice President
Head retail banking /
Branches
(since 01.01.2015)

Beat Jaggi

Assistant Vice President
Head of Logistic /
Compliance

Officers

Ursula Baumer		Assistant Vice President
Bernhard Baumann	since 01.01.2015	Assistant Vice President
Jean-François Linder		Assistant Vice President
Rolf Michel		Assistant Vice President
Rolf Schmid	since 01.01.2015	Assistant Vice President
Simon Rösti	since 01.01.2015	Assistant Vice President
Theres Baumgartner		Assistant Manager
Corinna Müller	since 01.01.2015	Assistant Manager
Yves Staub		Assistant Manager



OUR STAFF AT YOUR SERVICE



Marlise Annen
Customer Adviser
Gstaad/Lauenen/Gsteig



Bernhard Baumann
Customer Adviser
Credit Department



Ursula Baumer
Customer Adviser
Head Counters/
Branches



Theres Baumgartner
Customer Adviser
Head Counter Gstaad



Brigitte Brand
Customer Adviser
Marketing



Elisabeth Brand
Customer Adviser
Head Branch Lauenen



Heinz Bula
Real Estate/Security



Ueli Burri
Private Banking



Andrey Chernov
Finance Administration



Tobias Christen
Compliance



Sibylle Fahrer
Customer Adviser
Head Branch Schönried



Michael Grünenwald
Administration



Erika Habegger
Credit Management



Katrin Haldi
Marketing



Kathrin Hauswirth
Customer Adviser
Head Branch Gsteig



Ruedi Hauswirth
Credit Management



Ariane Jungi
Payments Department



Belinda König
1st Year Trainee



Jean-François Linder
Customer Adviser
Private Banking



Rolf Michel
Head Human Resources
Management support



Dora Moser
Customer Adviser
Counter Saanen



Corinna Müller
Head of Marketing



Martina Oehrli
Administration
Customer Adviser



Daniel Perreten
Private Banking



Claudia Pinard Anderman
Management support



Delia Reichenbach
2nd Year Trainee



Ingrid Reichenbach
Administration



Kimberly Reichenbach
1st Year Trainee



Simon Rösti
Head of Credit
Management



Rolf Schmid
Head of Payments
Department



Yves Staub
Customer Adviser
Private Banking



Linda Teuscher
Logistic/Mailing
Department



Christine Tschanz
Administration



Ursula van den Elshout
Customer Adviser
Counter Gstaad



Salome von Siebenthal
2nd Year Trainee



Debora Walker
3rd Year Trainee



Melanie Welten
3rd Year Trainee



Madeleine Zahler
Customer Adviser
Counter Schönried/
Saanen



Beat Zwahlen
Payments Department



Willi Zwahlen
Logistic/Mailing
Department

