

Corporate profile

UBS is one of the world's leading financial firms, serving a discerning international client base. UBS is a leading global wealth manager, a leading global investment banking and securities firm, and one of the largest global asset managers. In Switzerland, UBS is the market leader in retail and commercial banking.

UBS is present in all major financial centers worldwide. It has offices in over 50 countries, with about 38% of its employees working in the Americas, 34% in Switzerland, 15% in the rest of Europe and 13% in Asia Pacific. UBS employs more than 70,000 people around the world. Its shares are listed on the SIX Swiss Exchange, the New York Stock Exchange (NYSE) and the Tokyo Stock Exchange (TSE)

Key figures (as of 2Q09)

Invested assets (CHF billions)	2Q09	2008 ²
UBS AG	2,250	2,174
Wealth management businesses ¹	1,656	1,599
Asset management businesses	593	575

Financial strength		
Equity attributable to UBS shareholders (CHF millions)	33,545	32,531
Market capitalization ³ (CHF millions)	42,872	43,519
BIS Tier 1 capital ratio (%)	13.2	10.5

Long-term ratings	
Fitch, London	A+
Moody's, New York	Aa2
Standard & Poor's, New York	A+

¹ Includes UBS Wealth Management International and Swiss Bank, and Wealth Management Americas

² Refers to year end 2008

³ Refer to the "UBS registered shares" section of the firm's second quarter 2009 report



Recognized strength

Numerous industry awards over the past several years demonstrate our continuing commitment to excellence.

Best Global Private Bank

Euromoney, February 2009, '08, '07, '06, '05, '04
Global Finance, 2006

Best at Relationship Management

Euromoney, March 2009, '08, '07

Best Provider of Fixed Income and Equities Portfolio Management

Euromoney, March 2009, '08, '07

Best Provider of Hedge Fund Investments

Euromoney, March 2009, '08, '07

#1 Team Rankings, "All Europe Fixed Income Research Team Survey"

- #1 for Equity Derivatives Overall
- #1 for Equity Index Options
- #1 for Single Stock Options
- #1 All-Europe Equity Research Team, last seven years

Institutional Investor, 2008

Ranked #1 in Research

- #1 All-Europe Research Team
- #1 Latin American Research Team
- #1 All-Asia Research Team
- #1 All-Brazil Research Team

Institutional Investor, 2009 (eighth straight year)

UBS Wealth Management Americas

2009 performance to date (CHF millions)		
	2Q09	1Q09
Revenues	1,367	1,409
Expenses	1,589	1,444
Pre-tax profit	(221)**	(35)*
(CHF billions)		
Invested assets	695	673
Net new assets	(5.8)	16.2

*1Q pre-tax loss of CHF 35m due to lower fees on lower average asset levels, lower interest income and increase in personnel expenses.

**Excludes ARS settlement impact

UBS is one of the world's strongest and best-capitalized banks

Our diversified business mix—with wealth management at its core—places us in a strong position to manage the current economic crisis and meet future challenges:

- We operate in all of the world's major financial markets and in more than 50 countries, allowing us to capitalize on international and domestic growth opportunities.
- Our business mix gives us better access to a diverse range of funding sources by product, tenor and currency. This, along with our large quantity of liquid assets and robust contingency planning processes, has allowed us to maintain a comfortable liquidity position since the onset of these market disruptions.

Wealth management is our core business

- At the end of the second quarter 2009, our international wealth management and Swiss banking clients have entrusted us with approximately CHF 961 billion in assets.
- In the United States, our wealth management business, with roots dating back to the mid-19th century, is strong and growing. In the first half of 2009, private clients in the Americas invested approximately CHF 10.3 billion in net new assets with UBS, signaling their ongoing confidence in the guidance of their UBS Financial Advisors and the products and services we provide.
- Our Financial Advisors serve clients from 600 offices around the globe—including more than 340 branch offices in the United States—working in close partnership with them to understand and address their financial goals.
- To fulfill the complex financial needs of our wealth management clients, we offer differentiated advice, capabilities and service. For instance, we:
 - Offer private client tailored research and education: UBS Wealth Management Research analysts and strategists across the globe provide objective, concise, reader-friendly research and insights that help clients make confident investment decisions.
 - Are committed to objective product selection: Our open architecture platform offers clients a wide choice of both proprietary and non-proprietary products.
 - Actively seek and utilize client feedback: Each year we conduct a Client Experience Survey to capture our clients' ideas and opinions so that we can improve our services and better help them pursue their needs and goals.

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