

Key Information – 24 June 2016

SSPA Swiss Derivative Map<sup>®</sup> / EUSIPA Derivative Map<sup>®</sup> Bonus Certificate (1320)

## JB Bonus Certificate on Swiss Market<sup>®</sup> Index

(the "Products")

### 110.5% Conditional Protection – Continuous Barrier Observation (70%) – Cash Settlement

This document is for information purposes only.

A Product does not constitute a collective investment scheme within the meaning of the Swiss Federal Act on Collective Investment Schemes. Therefore, it is not subject to authorisation by the Swiss Financial Market Supervisory Authority FINMA ("FINMA") and potential investors do not benefit from the specific investor protection provided under the CISA and are exposed to the credit risk of the Issuer.

#### I. Product Description

##### Terms

<b>Swiss Security Number (Valor)</b>	31852154
<b>ISIN</b>	CH0318521546
<b>Symbol</b>	SAESJB
<b>Issue Size</b>	up to 20,000 Products (CHF 20,000,000) (may be increased/decreased at any time)
<b>Issue Currency</b>	CHF
<b>Issue Price</b>	CHF 1,000.00 (per Product; including the Distribution Fee)
<b>Denomination</b>	CHF 1,000.00
<b>Strike</b>	CHF 8,633.6081 (110.5%) <sup>2)</sup>
<b>Conditional Protection</b>	110.5%

**Initial Fixing Date: 24 June 2016**, being the date on which the Initial Level and the Strike and the Barrier are fixed.

**Issue Date/Payment Date: 01 July 2016**, being the date on which the Products are issued and the Issue Price is paid.

**Final Fixing Date: 24 June 2019**, being the date on which the Final Level will be fixed.

**Last Trading Date: 24 June 2019**, until the official close on the SIX Structured Products Exchange, being the last date on which the Products may be traded.

**Final Redemption Date: 01 July 2019**, being the date on which each Product will be redeemed at the Final Redemption Amount.

##### Underlying

##### Swiss Market Index (SMI<sup>®</sup>) (SMI <INDEX>)

<b>Initial Level</b>	CHF 7,813.22 <sup>1)</sup>	<b>Currency</b>	CHF	<b>Licensor</b>	SIX Swiss Exchange Ltd.
<b>Strike</b>	CHF 8,633.6081 (110.5%) <sup>2)</sup>	<b>ISIN</b>	CH0009980894		
<b>Barrier</b>	CHF 5,469.254 (70%) <sup>2)</sup>	<b>Valor</b>	998089		

<sup>1)</sup> as of 24 June 2016 16:48 CET

<sup>2)</sup> in % of the Underlying's Initial Level

**Redemption**

**Final Redemption** Unless previously redeemed, repurchased or cancelled, the Issuer shall redeem each Product on the Final Redemption Date by payment of a cash amount equal to the Final Redemption Amount to the Holder thereof.

**Final Redemption Amount** (i) if **no** Barrier Event has occurred, a cash amount equal to the product of the ratio between the Denomination and the Initial Level and the greater of (x) the Strike and (y) the Final Level, as calculated by the Calculation Agent in accordance with the following formula:

$$\frac{\text{Denomination}}{\text{Initial Level}} \times \max[\text{Strike}; \text{Final Level}]$$

(ii) if a Barrier Event has occurred, and

(a) the Final Level is **at or above** the Strike, a cash amount equal to the product of the ratio between the Denomination and the Initial Level and the Final Level, calculated by the Calculation Agent in accordance with the following formula:

$$\frac{\text{Denomination}}{\text{Initial Level}} \times \text{Final Level}$$

(b) the Final Level is **below** the Strike, a cash amount equal to the product of the ratio between the Denomination and the Initial Level and the Final Level, calculated by the Calculation Agent in accordance with the following formula:

$$\frac{\text{Denomination}}{\text{Initial Level}} \times \text{Final Level}$$

<b>Settlement Type</b>	Cash settlement
<b>Level</b>	the index level
<b>Final Level</b>	the Level at the Valuation Time on the Final Fixing Date, as determined by the Calculation Agent
<b>Valuation Time</b>	the time with reference to which the Licensor calculates the closing index level
<b>Barrier Event</b>	If the Level at any time (observed continuously) on any Barrier Observation Date is <b>at or below</b> the Barrier.
<b>Barrier Observation Dates</b>	each Exchange Business Day during the Barrier Observation Period(s), being the dates on which the Level is observed for purposes of determining whether a Barrier Event has occurred.
<b>Barrier Observation Period</b>	from and including Initial Fixing Date to and including the Final Fixing Date

**Swiss Taxation**

**Stamp duty** Stamp duty is due on secondary market transactions in case the product's term exceeds one year.

**Withholding tax** No Swiss Federal withholding tax.

**Income tax** The product is classified as transparent whereby the return of the preponderant part of the bond part is in form of a discount ("IUP"). For private investors with tax residence in Switzerland, the difference between the issue price and its present value at issue (CHF 1,000.00 – CHF 1,000.00 = CHF 0.00; IRR 0.00%) is subject to income tax ("Modifizierte Differenzbesteuerung"). However, any gain derived from the option part is classified as tax free capital gain for these investors.

**EU Savings tax** For Swiss paying agents, the product is not subject to EU Savings tax (TK 7).

The aforementioned tax description is based on the relevant tax laws and regulations of the tax authorities valid at the time of launch of this issue. These laws and regulations may change at any time, possibly with retroactive effect. Furthermore the tax treatment may depend on the personal situation of the investor and may be subject to change in the future. This information is not purported to be a complete description of all potential tax effects. Potential investors are advised to consult their tax advisors to determine the special tax consequences of the purchase, ownership or disposition of the Product.

**Product Description**

On the Final Redemption Date, if not early redeemed and if no Barrier Event has occurred, a Bonus Certificate is redeemed at a cash amount, which amount is dependent upon the performance of the Underlying, but which will not be less than the product of the Denomination and the Conditional Protection. The Products enable the holder thereof to benefit from an unlimited participation in any positive performance of the Underlying. So long as no Barrier Event has occurred, the Conditional Protection provides investors in the Products with a risk buffer.

Alternatively, if a Barrier Event has occurred, the Product no longer offers conditional protection and, consequently, the holder thereof can no longer expect to receive at least the product of the Denomination and the Conditional Protection on the Final Redemption Date, irrespective of the Underlying's performance. However, if in such case, the Final Level of the Underlying is at or above the Strike, the holder may still benefit from any increase in the value of the Underlying. If the value of the Underlying develops unfavourably and a Barrier Event occurs, the Products directly reflect the negative performance of the Underlying. Therefore, the risk associated with an investment in the Products is comparable to the risk associated with a direct investment in the Underlying.

The Products provide for a continuous observation of the Barrier.

**Product Documentation**

The complete and legally binding terms and conditions of the Products are set forth in the base prospectus for the issuance of Participation Products of Bank Julius Baer & Co. Ltd. (the "Bank"), dated 15 July 2015, as supplemented from time to time (the "Base Prospectus") and the relevant final terms prepared in relation to the Products (the "Final Terms"). The Base Prospectus and the Final Terms may be obtained free of charge from Bank Julius Baer & Co. Ltd., Bahnhofstrasse 36, 8001 Zurich, Switzerland.

This document is designated for distribution and use in Switzerland. Neither the Issuer nor any other person assumes any responsibility for the compliance of this document with any applicable law and regulations in any other jurisdiction than Switzerland.

**Details**

<b>Issuer</b>	Bank Julius Baer & Co. Ltd., Guernsey Branch (Rating: Moody's A2) (Prudential Supervision: by the Swiss Financial Market Supervisory Authority FINMA)
<b>Lead Manager</b>	Bank Julius Baer & Co. Ltd., Zurich
<b>Risk Category</b>	Complex Product
<b>Product Category</b>	Participation
<b>Product Type</b>	Bonus Certificate
<b>SSPA Code</b>	1320
<b>Calculation Agent</b>	Bank Julius Baer & Co. Ltd., Zurich and any agents or other persons acting on behalf of such Calculation Agent and any successor appointed by the Issuer
<b>Distribution Fee</b>	Up to 0.500% p.a. of the Issue Price (incl. VAT, if any); The Distribution Fee will be allocated/paid to the internal and/or external Distributor. For further details please see under section IV "Distribution Compensation/Distribution Allowances from and to Third Parties".
<b>Paying Agent</b>	Bank Julius Baer & Co. Ltd., Zurich and any agents or other persons acting on behalf of such Paying Agent and any successor appointed by the Issuer
<b>Listing and Admission to Trading</b>	Application will be made to list the Products on the SIX Swiss Exchange for trading on the platform of the SIX Structured Products Exchange. It is expected that the Products will be provisionally admitted to trading on the SIX Structured Products Exchange as of 01 July 2016.
<b>Trading Platform</b>	SIX Structured Products Exchange Ltd
<b>Minimum Trading Lot</b>	1 Product(s)
<b>Quotation</b>	The Products are traded in units and are booked accordingly.
<b>Clearing System</b>	SIX SIS AG
<b>Form</b>	Uncertificated Securities
<b>Governing Law / Jurisdiction</b>	Swiss Law / Zurich 1, Switzerland

## II. Profit and Loss Prospects

The Products provide for an upside participation effect. The potential return on a Product is not capped.

The potential loss associated with an investment in such Products is linked to the negative performance of the Underlying. If a Barrier

Event occurs and the Final Level of the Underlying is below the Strike, the Products will be redeemed at a cash amount which will directly reflect such (negative) change and investors should be prepared to sustain a partial or total loss of their investment.

### Redemption Scenarios

<b>Investment Amount</b>	CHF 10,000.00 (10 Products)
<b>Underlying</b>	Swiss Market Index (SMI®)
<b>Initial Level</b>	CHF 7,813.22
<b>Strike</b>	CHF 8,633.6081 (110.50%)
<b>Barrier</b>	CHF 5,469.254 (70.00%)

<b>Final Level</b>	<b>Performance as per Final Fixing Date (in % of the Initial Level)</b>	<b>Final Redemption Amount – if Barrier Event has occurred</b>	<b>Profit/Loss in % of the Investment Amount</b>	<b>Redemption Amount – if no Barrier Event has occurred</b>	<b>Profit/Loss in % of the Investment Amount</b>
CHF 4,687.93	-40%	CHF 6,000.15	-40.00%		
CHF 5,469.25	-30%	CHF 7,000.17	-30.00%		
CHF 6,250.58	-20%	CHF 8,000.20	-20.00%	CHF 11,050.00	+10.50%
CHF 7,031.90	-10%	CHF 9,000.22	-10.00%	CHF 11,050.00	+10.50%
CHF 7,813.22		CHF 10,000.25		CHF 11,050.00	+10.50%
CHF 8,594.54	+10%	CHF 11,000.27	+10.00%	CHF 11,050.00	+10.50%
CHF 9,375.86	+20%	CHF 12,000.00	+20.00%	CHF 12,000.00	+20.00%
CHF 10,157.19	+30%	CHF 13,000.00	+30.00%	CHF 13,000.00	+30.00%

The above described redemption scenarios serve exclusively to illustrate the profit and loss prospects (net of fees) and are based on hypothetical price/level developments. These figures are neither an indicator nor a warranty of future price/level developments of the Underlying and the market value of the Product.

### III. Significant Risks for Investors

The following risk disclosure cannot disclose all the risks associated with an investment in the Products. Therefore, potential investors in Products should consult the Base Prospectus and the Final Terms and their client advisor as to the product specific risks before making an investment decision.

#### 1. Issuer Risk

Investors bear the credit risk of the Issuer. The Products' retention of value is dependent not only on the development of the value of the Underlying, but also on the creditworthiness of the Issuer, which may change over the term of the Product. The credit rating of the Issuer is not a guarantee of credit quality. In case of the Issuer's insolvency or bankruptcy the investors in the Products may lose their entire investment.

The Products are direct, unconditional, unsecured and unsubordinated obligations of the Issuer. If the Issuer were to become insolvent, claims of investors in Products will rank equally in right of payment with all other unsecured and unsubordinated obligations of the Issuer, except such obligations given priority by law. In such a case, investors in Products may suffer a loss of all or a portion of their investment therein, irrespective of any favourable development of the other value determining factors, such as the performance of the Underlying(s).

The Products do not constitute bank accounts or deposits at Bank Julius Baer & Co. Ltd. The Products are less liquid than bank accounts or deposits and bear higher risks. An investment in Products will not be covered by any compensation or insurance scheme (such as a bank deposit protection scheme) of any government agency of Switzerland or any other jurisdiction and Products do not have the benefit of any government guarantee. Products are the obligations of the Issuer only and holders of Products must look solely to the Issuer for the performance of the Issuer's obligations under such Products. In the event of the insolvency of the Issuer, an investor in Products may lose all or some of its investment therein.

Bank Julius Baer & Co. Ltd. is a bank pursuant to the Federal Banking Act (BA; SR 952.0) and a securities dealer pursuant to the Federal Act on Stock Exchanges and Complex Products Trading (SESTA; SR 954.1) subject to the prudential supervision by the Swiss Financial Market Supervisory Authority FINMA in Berne (Laupenstrasse 27, CH-3003 Berne; <http://www.finma.ch>).

The Issuer, Bank Julius Baer & Co. Ltd, Guernsey Branch (a branch of Bank Julius Baer & Co. Ltd., Zurich, founded in Switzerland and under the supervision of the Swiss Financial Market Supervisory Authority FINMA), is licensed in Guernsey under the Banking Supervision (Bailiwick of Guernsey) Law 1994 and The Protection of Investors (Bailiwick of Guernsey) Law 1987. Neither the Guernsey Financial Services Commission (P.O. Box 128, Glatigny Court, Glatigny Esplanade, St. Peter Port, Guernsey, Channel Islands, GY1 3HQ) nor the States of Guernsey Policy Council takes any responsibility for the financial soundness of the Issue or for the correctness of any of the statements made or opinions expressed with regard to it.

#### 2. Product Risks

An investment in Products entails certain risks, which vary depending on the specific type and structure of the relevant Products and the relevant Underlying(s).

An investment in Products requires a thorough understanding of the nature of Products. Potential investors in Products should be experienced with respect to an investment in complex financial instruments and be aware of the related risks. A potential investor in Products should determine the suitability of such an investment in light of such investor's particular circumstances. In particular, a potential investor in Products should:

- have sufficient knowledge and experience to make a meaningful evaluation of Products, the merits and risks of investing in Products and the information contained in the Base Prospectus and the applicable Terms and Conditions;
- have access to, and knowledge of, appropriate analytical tools to evaluate, in the context of such investor's particular financial situation, an investment in Products and the impact the relevant Products will have on such investor's overall investment portfolio;
- have sufficient financial resources to bear all the risks of an investment in the relevant Products;
- understand thoroughly the Terms and Conditions applicable to the relevant Products and be familiar with the behaviour of the relevant Underlying(s) and financial markets;
- be able to evaluate (either alone or with the help of a financial adviser) possible scenarios for economic and other factors that may affect such investor's investment and ability to bear the applicable risks of an investment in Products until their redemption; and
- recognise that it may not be possible to dispose of Products for a substantial period of time, if at all, before their redemption.

The trading market for securities, such as Products, may be volatile and may be adversely impacted by many events.

Products are complex financial instruments. Investors generally purchase complex financial instruments as a way to enhance yield with an understood, measured, appropriate addition of risk to their overall investment portfolios. A potential investor should not invest in Products unless such investor has the expertise (either alone or with the help of a financial adviser) to evaluate how the relevant Products will perform under changing conditions, the resulting effects on the market value of the relevant Products and the impact such an investment will have on such investor's overall investment portfolio.

#### Risk of total loss

Products involve a high degree of risk, and prospective investors in the Products should recognise that, under certain circumstances, Products may have a redemption value of zero. Prospective investors should therefore be prepared to sustain a partial or total loss of the amount of their investment therein.

#### Unpredictable Market Value for Products

During the term of a Product, the market value of, and the expected return on, such Product may be influenced by many factors, some or all of which may be unpredictable. Many economic and market factors will influence the market value of a Product. The Issuer expects that,

generally, the value and volatility of the Underlying(s) on any day will affect the market value of such Product more than any other single factor. However, a potential investor should not expect the market value of a Product in the secondary market to vary in proportion to changes in the value of the Underlying(s). The return on a Product (if any) may bear little relation to, and may be much less than, the return that the investor therein might have achieved if such investor had invested directly in the Underlying(s).

The market value of, and return (if any) on, a Product will be affected by a number of other factors, which may be unpredictable or beyond the Issuer's control, and which may offset or magnify each other, including, without limitation:

- supply and demand for such Product, including inventory positions of any other market maker;
- the expected frequency and magnitude of changes in the market value of the Underlying(s) (volatility);
- economic, financial, political or regulatory events or judicial decisions that affect the Issuer, the Underlying(s) or the financial markets generally;
- interest and yield rates in the market generally;
- the time remaining until the Final Redemption Date;
- if applicable, the difference between the Level or Commodity Reference Price, as applicable, and the relevant threshold specified in the applicable Terms and Conditions;
- the Issuer's creditworthiness, including actual or anticipated downgrades in the Issuer's credit ratings; and
- dividend payments on the Underlying(s), if any.

Some or all of these factors may influence the price of a Product. The impact of any of the factors set forth above may enhance or offset some or all of any change resulting from another factor or factors.

In addition, certain built-in costs are likely to adversely affect the market value of Products. The price at which the Issuer will be willing to purchase Products from a holder in secondary market transactions, if at all, will likely be lower than the original Issue Price.

#### **Exposure to the performance of the Underlyings**

Each Product will represent an investment linked to the performance of the Underlying(s) and potential investors should note that any amount(s) payable or other benefit to be received under the Products will generally depend upon the performance of the Underlying(s). The past performance of the Underlyings is not indicative of the future performance.

#### **Exchange Rate Risk**

The Underlying(s) may be denominated in a currency other than that of the Issue Currency or, if applicable, the Settlement Currency for such Product, or the Underlying(s) may be denominated in a currency

other than, or the Issue Currency or, if applicable, the Settlement Currency may not be, the currency of the home jurisdiction of the investor in such Product. Exchange rates between currencies are determined by factors of supply and demand in the international currency markets, which are in particular influenced by macro economic factors, speculation and central bank and government intervention (including the imposition of currency controls and restrictions). Therefore, fluctuations in exchange rates may adversely affect the market value of a Product or the value of the Underlying(s).

#### **Secondary Market**

Products may have no established trading market when issued and one may never develop. If a market does develop, it may not be liquid. Therefore, investors may not be able to sell their Products easily or at prices reasonably acceptable to them.

Under normal market circumstances, the Issuer will endeavour to provide a secondary market for Products, but is under no obligation to do so. Upon investor demand, the Issuer will endeavour to provide bid/offer prices for products, depending on actual market conditions. There will be a price difference between bid and offer prices (spread).

#### **Early Redemption**

The investors must be aware of a possible early redemption of the Product.

Upon the occurrence of an extraordinary event, the Calculation Agent and the Issuer, acting together, have the right to, among other things, early redeem the relevant Products. If the Issuer exercises such early redemption right(s), investors should be aware that the early redemption price may be considerably lower than the Issue Price (or, if different, the price the relevant investor paid for such product) and/or the Final Redemption Amount that would otherwise have been paid on the Final Redemption Date.

#### **Further product specific risks**

Investors should be aware that an investment in these Products generally results in a loss upon redemption if a Barrier Event has occurred and if the Final Level of the Underlying is below the Strike. Consequently, the potential loss associated with an investment in such Products is linked to the negative performance of the Underlying.

Investors in the Products should be prepared to sustain a partial or total loss of their investment.

#### **Further Information**

For further details on the Product related risks please consult the risk disclosure brochure "Special Risks in Complex Products Trading" (Edition 2008) which is available on the Swiss Bankers Association's website: <http://www.swissbanking.org/en/home/shop.htm> or may be obtained from your client advisor upon request.

## IV. Index Information

### Swiss Market Index (SMI®)

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#### Description

As a blue-chip index, the SMI® (Swiss Market Index) is Switzerland's key equity index and comprises the 20 largest and most liquid equities. It represents about 85% of the free-float capitalisation of the Swiss equity market. As a price index, the SMI® is not adjusted for dividends, but a performance index that takes account of such distributions is available (the SMIC® - SMI Cum Dividend). Because the

SMI® is considered to be a mirror of the overall Swiss stock market, it is used as the underlying index for numerous derivative financial instruments. Its composition is examined once a year. Calculation takes place in real-time: as soon as a new transaction occurs in a security contained in the SMI®, an updated index level is calculated and displayed.

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#### Disclaimer

«These securities are not in any way sponsored, endorsed, sold or promoted by the SIX Swiss Exchange Ltd and the SIX Swiss Exchange Ltd makes no warranty or representation whatsoever, express or implied, either as to the results to be obtained from the use of the SMI index (the "Index") and/or the figure at which the said Index stands at any particular time on any particular day or otherwise. However, the SIX Swiss Exchange Ltd shall not be liable (whether in

negligence or otherwise) to any person for any error in the Index and the SIX Swiss Exchange Ltd shall not be under any obligation to advise any person of any error therein.»

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The price history of the Underlying is available on the following website:  
[http://www.six-swiss-exchange.com/index\\_en.html](http://www.six-swiss-exchange.com/index_en.html)

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## V. Important Additional Information

This document does not constitute an offer or invitation to enter into any type of financial transaction and the Issuer has no obligation to issue the Products. This document is not the result of a financial analysis and therefore, is not subject to the "Directives on the Independence of Financial Research" from the Swiss Bankers Associations. The content of this document does therefore not fulfill the legal requirements for the independence of financial analyses and there is no restriction on trading in this regard.

**Conflicts of Interest:** The Issuer and affiliated companies may from time to time enter into transactions for their own account or for the account of a client that are related to the Products. These transactions may not be for the benefit of the investor and may have positive or negative effects on the value of the Underlying(s) and thus on the value of the Products. Companies affiliated to the Issuer may also become counterparties in hedging transactions. Accordingly, conflicts of interest may therefore arise with regard to obligations relating to the ascertainment of the values of the Products and other related determinations both among affiliated companies of the Issuer and between these companies and the investors. In addition, the Issuer and affiliated companies may exercise a different function, if applicable, in relation to the products, for example as calculation agent, paying agent or administrative office.

**Distribution Compensation/Distribution Allowances from and to Third Parties:** In connection with the Products, the Issuer and/or its affiliates may pay to third parties or to each other, or receive from third parties one-time or recurring remunerations (e.g. placement or holding fees). Such remunerations to affiliates or third parties, if any, are included in the Issue Price. Investors may request further information from Bank Julius Baer & Co. Ltd. By receiving such payments in connection with the Products, the interest of the Issuer or such affiliate or the third party, as the case may be, may conflict with the interest of the investor in the Products.

**Amendments to the Product Conditions:** Information regarding unforeseen changes to the conditions of the Product which may arise during the lifetime of the Products are not subject to this document but may be obtained from your client advisor upon request and will be published on: <http://derivatives.juliusbaer.com>; corporate actions and/or [http://www.six-swiss-exchange.com/news/official\\_notices/](http://www.six-swiss-exchange.com/news/official_notices/)

search\_en.html. This document will not be amended throughout the term of the Products.

**Selling Restrictions:** The Products were not registered with the local regulator and are not publicly distributable outside of Switzerland. The Products may not be offered in any jurisdiction in circumstances that would result in the Issuer being obliged to register any further prospectus relating to the Products in that jurisdiction. Potential purchasers of the Products are advised to read the detailed selling restrictions in the Base Prospectus and the Final Terms. Potential purchasers of the Products should seek specific advice before purchasing or selling-on a Product. Particular attention should be paid to the selling restrictions set out in the Base Prospectus and the Final Terms with respect to the following jurisdictions: European Economic Area (EEA), United States of America, United Kingdom, Guernsey, The Netherlands, Italy, Hong Kong, Singapore, Dubai International Financial Centre, United Arab Emirates, Kingdom of Bahrain, Israel, Uruguay, Panama, Bahamas, Lebanon. These restrictions must not be taken as conclusive guidance as to whether the Products can be sold in a jurisdiction.

For investors located in Panama: Neither these securities, nor their offer, sale or transfer, have been registered with the Superintendence of the Securities Market (formerly the National Securities Commission). The exemption from registration is based on numeral 3 of Article 129 (Institutional Investors) of Decree Law 1 of July 8, 1999 as amended and organized into a single text by Title II of Law 67 of 2011 (the "Securities Law"). In consequence, the tax treatment established in Articles 334 to 336 of the Securities Law, does not apply to them. These securities are not under the supervision of the Superintendence of the Securities Market.

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**Investors must be aware that conversations on trading lines are recorded. No objection is assumed.**

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