

Structured Products

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SVSP Swiss Derivative Map™

Other Leverage Products (2099)

Indicative Term Sheet and Final Terms

JB LONG/SHORT Leverage Certificate Long 2Y US Treasury / Short 10Y US Treasury

This document is for information purposes only and until the Initial Fixing Date the terms are indicative and may be amended. The final Simplified Prospectus will be available at and from the Issue Date (as defined below).

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.

Product Description

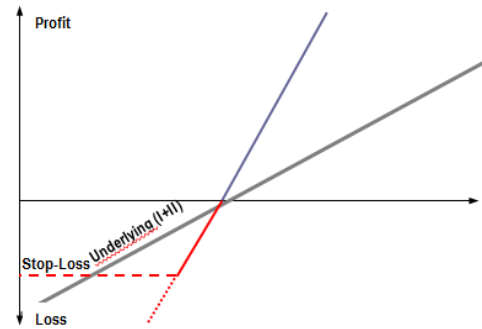
Terms

Issuer	Bank Julius Baer & Co. Ltd., Zurich
Lead Manager	Bank Julius Baer & Co. Ltd., Zurich
Rating of the Issuer	Moody's A2
Valor / ISIN / SYMBOL	32848229 / CH0328482291 / MADDJB
Underlying I (Long)	US Treasuries - Generic 1st 2Y US Treasury Note Futures (TU1 Comdty)
Underlying II (Short)	US Treasuries - Generic Ultra 1st 10Y US Treasury Bond Futures (UXY1 Comdty)

	Underlying I	Underlying II
Currency	USD	USD
Positions (Leg)	Long	Short
Initial Reference Price ²⁾	TBD	TBD
Leverage ¹⁾	7.8	3
Notional Exposure	156,000 USD	-30,000 USD

Currency	USD	Fixing Date	14.09.2018
Issue Price	USD 10,100.00	Payment Date	21.09.2018
	(per Product: incl. Distribution Fee)	Maturity Date	16.09.2019
		Redemption Date	23.09.2019
Initial Value Certificate ¹⁾	USD 10,000.00		
Stop Loss Limit	USD 4,000.00		
Initial Stop Loss Reference ²⁾	40%		
Fee	0.5% p.a.		

These Structured Products („Certificates“ / „Products“) are financial instruments which comprise a long (buy-) and short (sell-) position. The investor can realise due to a Leverage a disproportionate profit as long as the performance of Underlying I (long) outperforms Underlying II (Short), but also disproportionately reflect the Outperformance of Underlying (II) over Underlying (I) realising a loss. This Product is aimed at investors who are looking for an outperformance of Underlying I (Long Position) over Underlying II (Short Position).



Rollover

The Generic Front Month Future refers to the next expiring future contract. The contracts are substituted every three months one trading day before the first notice day of the current Generic Front Month Future contract by the next contract (Rollover).

Rollover Adjustments: The Reference Level of the Underlying and the Stop Loss Reference will be adjusted by the Rollover Spread upon every Rollover. The Rollover Spread will be calculated based on the execution level.

Rollover Spread: The difference between the Reference Level of the current Generic Front Month Future and the Reference Level of the subsequent Generic Front Month Future.

Rollover Costs: Cumulated Rollover Spreads since inception.

The investor bears the Rollover Costs arising from the adjustments of the Reference Level.

Leverage Effect

Any changes in the value of the Underlying will, depending on the Leverage (see above), have a disproportionate effect on the value of the Certificate. The leverage effect results from an investment made by the issuer for the benefit of the investor. The financing costs are included in the Issue Price.

Redemption

Each holder of a Certificate qualifies for redemption by the Issuer in accordance with the following redemption scenarios:

Scenario 1

If the value of the Certificate never reaches the Stop Loss Limit during its term, the Certificate will be redeemed on the Redemption Date according to the following formula:

$$\text{Redemption Amount} = (\text{IVC} + 100 \times [\text{Lev I} \times (\text{LULM} - \text{RLULM}) + \text{Lev II} \times (\text{RLUSM} - \text{LUSM})]) - \text{Accrued Fees}$$

whereas:

IVC Initial Value Certificate

RLULM Reference Level of the Underlying Long upon Maturity (considering cumulated Rollover Costs of Underlying I)

LULM Level of Underlying Long upon Maturity

RLUSM Reference Level Underlying Short upon Maturity (considering cumulated Rollover Costs of Underlying II)

LUSM Level of Underlying Short upon Maturity

Lev I Leverage Underlying I: number of futures contracts of Underlying I

Lev II Leverage Underlying II: number of futures contracts of Underlying II

Level of Underlying upon Maturity = corresponding to execution of the Underlying on the Maturity Date of the Certificate

Fees The accrued fees will be calculated by the Calculation Agent from Initial Fixing Date to the current date. These will be deducted from the value of the Underlying.

Scenario 2

If during the term the value of the Certificate ever reaches or falls below the Stop Loss Limit during the official trading hours of one of the Underlying, the Certificate will automatically be prematurely terminated and redeemed by cash payment of the Early Redemption Amount for value five Business Days after the day of the automatic premature termination. Upon premature termination of the Certificate, the Issuer starts liquidating its hedging positions in the Underlying and the investor will, for each Certificate, be cash redeemed at the Early Redemption Amount calculated on the basis of the net purchase prices and the financing costs. The Early Redemption Amount has a value higher or equal to Zero.

Value of the Certificate

The Value of the Certificate is calculated on the basis of the net purchase prices, the current interests and the financing costs. During the trading hours of the Certificate, the Value of the Certificate equals the bid price which the Lead Manager as market maker of the Certificate publishes on the SIX Swiss Exchange. However, the Value of the Certificate is also calculated outside the trading hours of the Certificate. Accordingly, the Value of the Certificate may also reach or fall below the Stop Loss Limit outside the trading hours of the Certificate (see Scenario 2).

Taxation

Federal turnover tax	Federal turnover tax is not due on secondary market transactions.
Withholding tax	No Swiss withholding tax.
Income tax	For Swiss income tax purposes, this Product is classified as derivative financial instrument with a deemed interest component. For individuals residing in Switzerland and holding the Product as private asset, the deemed interest component is subject to Swiss income tax (reference interest rate: XX% p.a.) at redemption or at premature annulment (Stop Loss). Taxable amounts in foreign currencies have to be converted in CHF at the relevant daily conversion rates.

The aforementioned taxes are valid at the time of launch of this issue. The relevant tax laws or regulations of the tax authorities may change at any time. 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 this Product.

Details

Calculation Agent	Bank Julius Baer & Co. Ltd, Zurich
Paying Agent	Bank Julius Baer & Co. Ltd, Zurich
Distribution Fee	Up to 0.50% 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 III "Distribution Compensation/Distribution Allowances from and to Third Parties".
Minimum Trading Size	1 Certificate
Exercise	The Product matures automatically on the Maturity Date
Issue Size	Up to 2'000 Certificates (can be increased at any time)
Clearing	SIX SIS AG
Settlement	Cash
Listing	Will be applied on the SIX Swiss Exchange / Reuters JBSTP
Reuters RIC	TBD
Title	Book-entry Security. No certificate. No printing of individual or Permanent Global Certificate.
Governing Law / Jurisdiction	Swiss Law / Zurich 1, Switzerland

Prospects of Profit and Loss

The Certificate is based on an expectation of the Investor that Underlying I will outperform Underlying II on a percentage basis and with an account of the currency of the Certificate. Should, contrary to this expectation, Underlying II outperform (in terms of the currency of the Certificate) Underlying I, the investor will incur losses. Possible profits due to the performance of one Underlying can be offset and even rendered null by the reverse performance of the other Underlying. Investment in the Certificate involves correspondingly higher leverage risks, compared to risks associated with direct investment in the Underlying. **Investors should be fully aware of the risks associated with disproportionate developments in the value of the Certificate.**

The Certificate will expire immediately after the value of the Certificate has reached the Stop Loss Limit (see Scenario 2). The Stop Loss Limit does not offer capital protection; it only protects against the structural increase of losses in normal market conditions. A total loss is therefore possible if the performance of the Underlying develops significantly adversely after reaching the Stop Loss Limit.

This risk disclosure is not exhaustive. It cannot identify all product-specific risks. The investor is therefore advised to consult its client advisor regarding product-specific risks, and to peruse the "Risk Factors" section of the Program Documentation.

Price fluctuations on the international futures markets may be limited by maximum permissible price fluctuation amounts („daily price/trading limit“). The trading is temporary totally disrupted if bid- resp. ask prices are above resp. below the limit. Such a case may have an effect on the tradability/liquidity of the Product in the secondary market.

Significant Risks for Investors

1. Issuer Risk

Unlike in a collective investment scheme, investors in structured products are not protected by a segregated pool of assets upon the Issuer's bankruptcy. Accordingly, the investment instrument's value is not only dependent on the development of the Underlying or values covered by the Underlying, but also on the credit-worthiness of the Issuer, which may vary over the term of the structured product. In case of the issuer's insolvency or bankruptcy the investors in structured products may lose their entire investment. This Product is a direct, unconditional and unsecured obligation of the Issuer and ranks equally with all other direct, unconditional and unsecured obligations of the Issuer.

2. Risks of Derivative Products

Derivative products are complex financial instruments, may therefore involve a high degree of risk and are intended for use only by sophisticated investors who are capable of understanding and assuming the risks involved. Before entering into any transaction, an investor should determine if this Product is suitable with regards to the particular circumstances and should independently assess (together with the client advisor) the specific risks as described under "Product Risks" and any other legal, regulatory or credit consequences. The Issuer makes no representation as to the suitability or appropriateness of this Product for any particular investor. This document does not replace a personal discussion with your client advisor, which is tailored to your requirements, investment objectives,

experience, knowledge and circumstances and which is recommended by the Issuer before the investment decision. Please ask your client advisor about supporting information regarding this Product such as the Programme Documentation.

Interest Rates: The trends of interest rates in a country are influenced by various factors. Amongst others are the trade cycle, public finances, price level, the international flow of funds as well as developments in other countries. The yield curve on the other hand which can be observed on the capital markets is influenced by factors like preferences of market participants, expectations of investors, inflation rate, etc. A prediction of interest rates trends can be subject to greater uncertainties.

Futures: During the term and upon maturity, the performance of the Product does not necessarily reflect the price development of the commodities represented by the futures. As future-contracts are "rolled over" (replacement of an expiring contract by a new contract) periodically to avoid a physical delivery of the commodities, rollover losses occur especially in "contango markets" (market rate lower than forward rate) (also in "backwardation markets" in case of short positions), which have a negative impact on the value of the Product. In addition, price movements at the international futures markets may be limited by daily price/trading limits by the futures exchanges. If the bid or ask prices are higher or lower than the limit, trading may be temporarily suspended. Further position limits set by supervisory authorities may limit the number of contracts that can be held by market participants for speculative reasons. Price/trading limits and position limits may have implications for the ability to trade the Product on the secondary market, which can influence the value of the Product in a negative way.

Structured Products: Owning this Product is not the same as owning the Underlying or values covered by the Underlying. Accordingly, changes in the market value of the Underlying or the values covered by the Underlying may not result in a comparable change in the market value of the Product. Further, commissions, fees and other remunerations may reduce the actual market value. The trading market may be volatile and adversely impacted by many events which may include, but are not limited to, political events, corporate actions and macro economic factors.

Price fixing: The market value of the Underlying may be fixed outside the trading hours of the relevant stock exchange. The investor must be aware that the market value of the Underlying determined outside the trading hours of the relevant stock exchange can be subject to great volatility.

Secondary Market: Trading of the Product may be limited despite a possible listing. Investors must also be aware of the spread risk. This means that during the term of the Product, bid and offer prices may possibly differ to a greater or lower extent. Although the Lead Manager intends to provide market making subject to normal market conditions, he is not obliged to do so. Further the investor may only be able to sell its Product in the secondary market at a lower price than the original purchase price.

Early Redemption: The investors must be aware of a possible early redemption of the Product. The Issuer has the right in the case of an extraordinary event to call the Products for settlement, provided that the Issuer will use such efforts as it reasonably deems practical to preserve the value of, or provide reasonable value for, the Product.

Currency Risk: The investor may be exposed to a currency risk, if the Underlyings are denominated in other currencies than the nominal of the Product or the Product is denominated in another currency than that of the country in which the investor is resident. The investment is therefore exposed to currency fluctuations and may increase or decrease in value.

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

General Information

1. Document

This document constitutes marketing material. It does not constitute an offer or invitation to enter into any type of financial transaction and is not the result of a financial analysis and therefore 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. This document is a Simplified Prospectus as stated in art. 5 of the Swiss Federal Act on Collective Investment Schemes (CISA; SR 951.31). The information contained herein is of summary nature and constitutes, along with the Annex, the Final Terms according to article 21 of the Additional Rules for the Listing of Derivatives of the SIX Swiss Exchange. The Final Terms supplement the Program Documentation of the Issuer dated 19 June 2018, published in German, as in force as of the date of this issue. The Final Terms and the Programme Documentation together constitute the listing prospectus for this issue (the "Listing Prospectus"). If the information or the provisions in this document are inconsistent with those described in the Programme Documentation, the information or the provisions in this document prevail. Until the Fixing Date the terms are indicative and may be amended. The Issuer has no obligation to issue this Product. This document together with the relevant Programme Documentation may be obtained free of charge directly from Bank Julius Baer & Co. Ltd. (see Additional Notes).

This document cannot disclose all of the risks and other significant aspects of this Product and investment decisions should not be made solely on the basis of these risk factors.

2. Conflicts of Interest

Bank Julius Baer & Co. Ltd. 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 Product. These transactions may not be intended for the benefit of the investor and may have positive or negative effects on the Underlying(s) or values covered by the Underlying and thus on the value of the Product. 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 Product and other related valuations both among the companies affiliated to the Issuer and between these companies and the investors. In such events, Bank Julius Baer & Co. Ltd. will devote its best efforts to provide fair treatment of such conflicts.

3. Distribution Compensations / Distribution Allowances to Third Parties

Under certain circumstances Third Parties may in connection with distribution services receive a compensation/provision. Such compensation/provision is included in the Issue Price. For further information contact Bank Julius Baer & Co. Ltd.

4. No Material Change

Except as disclosed in this document and the above-mentioned Programme Documentation there has been no material change in the assets and liabilities, the financial position and profits and losses of the Issuer since the latest annual or semi-annual report of the Issuer. The current annual and semi-annual reports of the Issuer can be obtained free of charge from Bank Julius Baer & Co. Ltd. (see Additional Notes).

5. Amendments to the Product Conditions

Information regarding unforeseen changes to the conditions of this Product not subject to this document but which may arise during the lifetime of the Product may be obtained from your client advisor upon request and will be published on: derivatives.juliusbaer.com; corporate actions and/or http://www.six-swiss-exchange.com/news/official_notices/search_en.html. Term Sheets will not be amended.

6. Prudential Supervision

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

7. Sales Restrictions

The Securities 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 Securities in that jurisdiction. Potential purchasers of the Securities are advised to read the detailed selling restrictions in the Programme Documentation. The restrictions listed below must not be taken as conclusive guidance as to whether the Securities can be sold in a jurisdiction. Potential purchasers of the Securities should seek specific advice before purchasing or selling-on a Security.

European Economic Area (EEA): The Securities may not be offered publicly pursuant to Directive 2003/71/EC (the "Prospectus Directive") and to applicable national law, to persons or legal entities or under circumstances which would require the publication of a prospectus for the purpose of the Prospectus Directive.

United Kingdom: The Lead Manager represents and agrees that it has complied and will comply with all applicable provisions of the Financial Services and Markets Act 2000 ("FSMA") with regard to the issue of the Securities to the extent that the United Kingdom is involved. The distribution of this document (which term shall include any form of communication) is restricted pursuant to Section 21 (*restrictions on financial promotion*) of the FSMA.

USA: The Securities are and will not be registered under the United States Securities Act of 1933 and correspondingly may neither be offered nor sold, resold, delivered or traded in the United States or to U.S. persons as defined in Regulation S of the United States Securities Act of 1933.

Hong Kong: The Prospectus has not been approved by the Securities and Futures Commission in Hong Kong, nor has a copy of the Prospectus been registered by the Registrar of Companies of Hong Kong. The Securities have not been offered or sold in Hong Kong, and each purchaser represents and agrees that it will not offer or sell any of these Securities in Hong Kong other than (i) to persons whose ordinary business is to buy or sell shares or debentures, whether as principal or agent, (ii) to professional investors within the meaning of the Securities and Futures Ordinance (Cap. 571) of Hong Kong (the "SFO"), or (iii) in circumstances which do not constitute an offer to the public within the meaning of the Companies Ordinance (Cap. 32) of Hong Kong ("CO"), or (iv) in other circumstances which do not result in the document being a "prospectus" within the meaning of the CO.

Singapore: The Prospectus has not been and will not be registered as a "prospectus" with the Monetary Authority of Singapore under the Securities and Futures Act (Cap. 289) of Singapore ("SFA"). No document or material in connection with the offer of the Securities may be circulated or distributed, nor may the Securities be offered or sold, or be made the subject of an invitation for subscription or purchase, whether directly or indirectly, to the public in Singapore other than (i) to an institutional investor pursuant to Section 274 SFA, (ii) to a relevant person, or to any person pursuant to Section 275 (1A) of the SFA and in accordance with the conditions specified in Section 275 of the SFA, or (iii) in accordance with the conditions of any applicable provision of the SFA.

Dubai International Financial Centre: Julius Baer (Middle East) Ltd. is an entity duly authorised and regulated by the Dubai Financial Services Authority (DFSA). Please note that Julius Baer (Middle East) Ltd. offers financial products or services only to persons qualifying as Professional Clients under the DFSA Rulebook. This information may not be relied upon or distributed to retail clients. Possible offerings of securities are not subject to any form of regulation or approval by the DFSA. The DFSA has no responsibility for reviewing or verifying any document in connection with a possible offer of securities. Accordingly, the DFSA has not approved this document nor taken any steps to verify the information set out in it, and has no responsibility for it. The securities to which this document relates may be illiquid and/or subject to restrictions on their resale. Prospective purchasers should conduct their own due diligence on the securities. If you do not understand the contents of this document, you should consult an authorised financial adviser.

United Arab Emirates: The representative office of Bank Julius Baer & Co. Ltd. is authorised and regulated by the Central Bank of the United Arab Emirates. A possible offering of securities is not approved or licensed by the Central Bank of the United Arab Emirates, the Emirates Securities and Commodities Authority (ESCA), the Dubai Financial Services Authority (DFSA) or any other relevant licensing authorities or governmental agencies in the UAE, and does not constitute a public offer of securities in the UAE in accordance with the Commercial Companies Law, Federal Law No. 8 of 1984 (as amended) or otherwise and should not be construed as such. Accordingly the securities may not be offered, sold, transferred or delivered to the public in the United Arab Emirates (including the Dubai International Financial Centre). This document is strictly private and confidential and is being issued to a limited number of institutional and individual investors who qualify as sophisticated investors and must not be provided to any person other than the original recipient, and may not be reproduced or used for any other purpose. Bank Julius Baer & Co. Ltd represents and warrants that the securities will not be offered, sold, transferred or delivered to the public in the United Arab Emirates (including the Dubai International Financial Centre).

8. Additional Notes

Contact address	Bank Julius Baer & Co. Ltd., Hohlstrasse 604/606, CH-8010 Zurich
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Investors must be aware that conversations on trading lines are recorded. No objection is assumed.

Investors are asked to read the Programme Documentation for definitions related to this document.

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Annex

1. Additional Terms

Listing	The Certificates are provisionally admitted to trading on the SIX Swiss Exchange as of 21.09.2018; the listing on the Main Standard of the SIX Swiss Exchange will be applied for.
Last Trading Day / Time	16.09.2019, at the Close of trading on the SIX Swiss Exchange
Level of Underlying upon Maturity	Official opening level of the Underlying on the Maturity Day as published by CBOT and converted into the Currency of the Certificate

2. Underlying

The following information is based on the information provided by CME Group. The issuer does not give any guarantee as to whether the information provided is correct.

Underlying I	US Treasuries - Generic 1st 2Y US Treasury Note Futures (TU1 Comdty) ¹⁾
Currency	USD
Bloomberg Symbol	TU1 Comdty
Reference Exchange	CBOT (Chicago Board of Trade); Trading hours 14.20 – 21.00 CET (Open Auction Trading); Prices are published in real time.

Underlying II	US Treasuries - Generic Ultra 1st 10Y US Treasury Bond Futures (UXY1 Comdty) ²⁾
Currency	USD
Bloomberg Symbol	UXY1 Comdty
Reference Exchange	CBOT (Chicago Board of Trade); Trading hours 14.20 – 21.00CET (Open Auction Trading); Prices are published in real time.

¹⁾ U.S. Treasury notes with an original term to maturity of not more than five years and three months and a remaining term to maturity of not less than one year and nine months from the first day of the delivery month and a remaining term to maturity of not more than two years from the last day of the delivery month. The invoice price equals the futures settlement price times a conversion factor, plus accrued interest. The conversion factor is the price of the delivered note (\$1 par value) to yield 6 percent.

Further Information: https://www.cmegroup.com/trading/interest-rates/us-treasury/2-year-us-treasury-note_contract_specifications.html

²⁾ Original issue 10-Year U.S. Treasury notes with not less than 9 years 5 months and not more than 10 years of remaining term to maturity from first day of futures delivery month. The invoice price equals the futures settlement price times a conversion factor, plus accrued interest. The conversion factor is the price of the delivered note (\$1 par value) to yield 6 percent

Further Information: https://www.cmegroup.com/trading/interest-rates/us-treasury/ultra-10-year-us-treasury-note_contract_specifications.html

Development of the Underlying

The price history of the Underlying is available on the following website: <https://www.cmegroup.com>

3. Additional Information Regarding the Leverage Effect

The Leverage is expressed as the ratio between borrowed capital and investor's capital. A Leverage of 3 signifies a ratio of 3 :1 between borrowed capital and investor's capital. The Leverage influences the development of the value of the Certificate disproportionately compared to the development of the value of the Underlying.

4. Responsibility for the Final Terms

Bank Julius Baer & Co. Ltd. assumes responsibility for the content of these Final Terms and confirms that to the best of its knowledge the information given in these Final Terms are correct and that no material information is omitted.

Zurich, 31 August 2018

Bank Julius Baer & Co. Ltd., Zurich