

Julius Bär

**USD 5 YEARS 100% CAPITAL PROTECTION CERTIFICATE
WITH 40% PARTICIPATION LINKED TO
BLACKROCK GLOBAL ALLOCATION FUND**

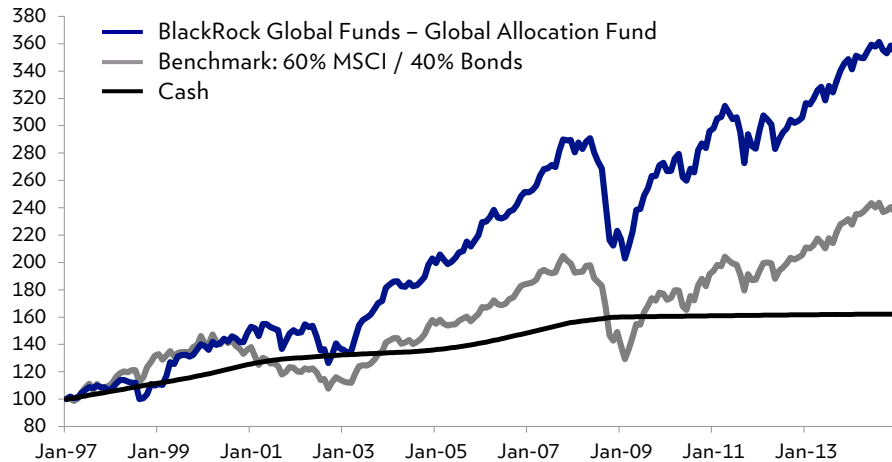
Julius Baer Structured Products
Tailored Solutions Group
January 28, 2015



BLACKROCK GLOBAL ALLOCATION FUND

Analysis of the Historical Returns of the Underlying

Historical Returns

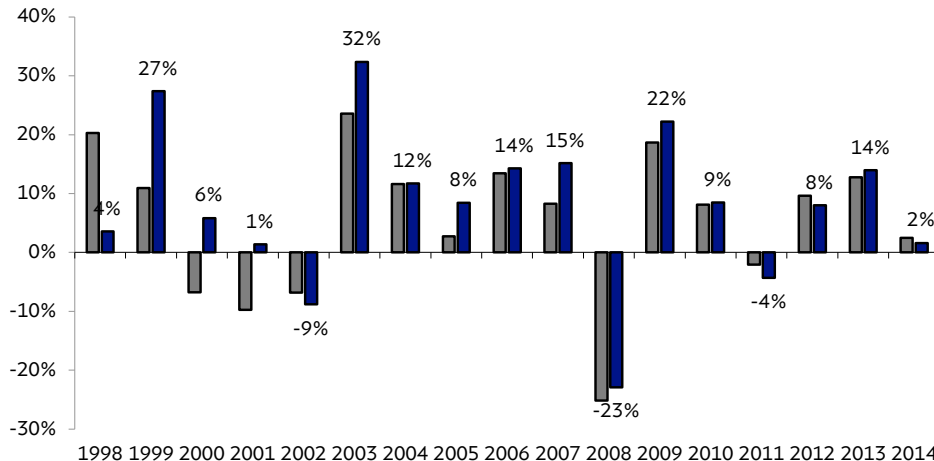


BR Global All Fund	
Return p.a.:	7.3%
NAV at mat:	354.3%
Volatility p.a.:	10.7%

60% MSCI / 40% Bonds	
Return p.a.:	4.9%
NAV at mat:	237.4%
Volatility p.a.:	10.2%

Cash (USD 1mt Libor)	
Return p.a.:	2.7%
NAV at mat:	162.2%
Volatility p.a.:	0.0%

Annual Returns



The historical returns suggest:

- **Average Return of 7.3% p.a.** since January 1997, compared to a 4.9% p.a. performance of the Benchmark in the same period
- Maximum Drawdown of -30.2% (vs -36.8% of the Benchmark)
- **Average Volatility of 10.7% p.a.** (vs 10.2% p.a. of the Benchmark)

ILLUSTRATIVE TERMS & CONDITIONS*

USD Certificate with 100% Principal Protection and 40% Participation

ISIN	CH0263887520
Valor	26388752
Subscription	until 06.02.2015, 17:00 CET
Issuer	Bank Julius Baer & Co. Ltd., Guernsey Branch
Issuer Rating	A1 (Moody's)
Arranger & Manager	Bank Julius Baer & Co. Ltd., Zurich Branch
Performance Component	100% BlackRock Global Funds - Global Allocation Fund (Bloomberg: MERGAAI LX Equity)
Tenor	5 Years
Currency & Denomination	USD 1,000
Issue Price	USD 100%
Principal Protection	100% of principal at maturity
Participation Rate	40%
Call Option Strike	100%
Investment Methodology	Zerobond + Call Option
Liquidity	Daily

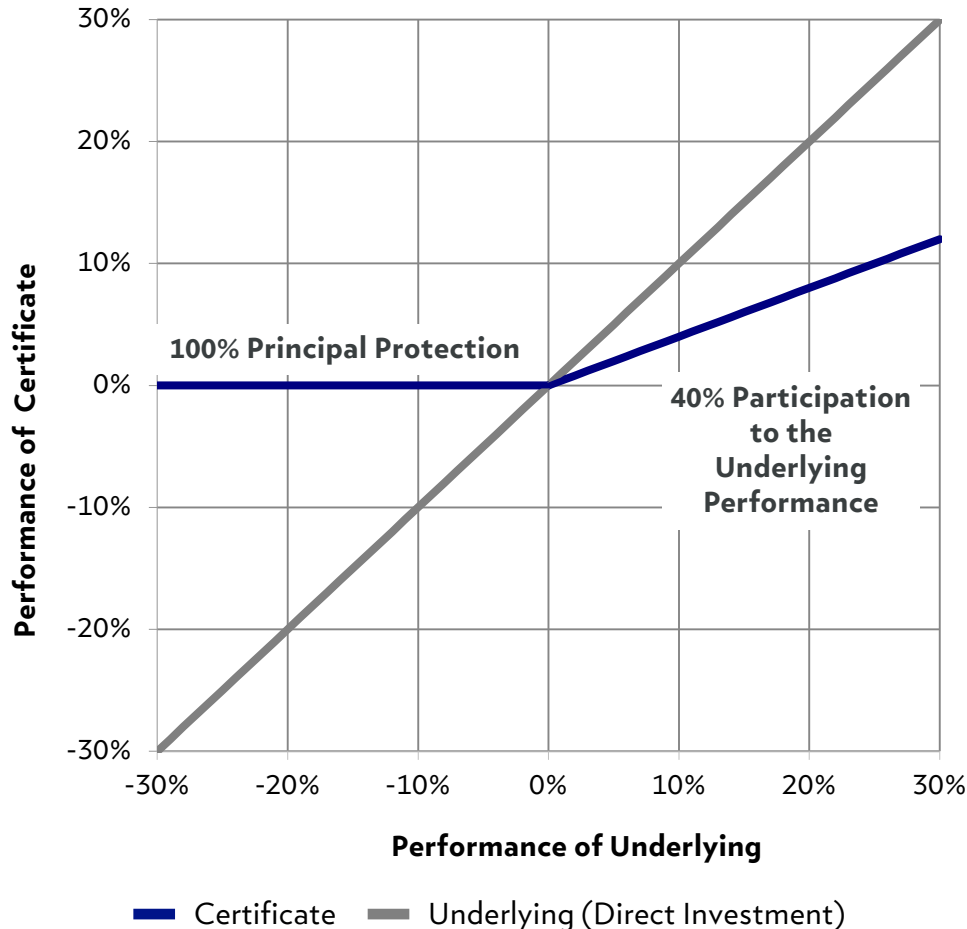
* Illustration only. All terms and conditions are subject to change without prior notice. No warranty given to completeness. This is not a term sheet.

5 YEARS 100% CAPITAL PROTECTION CERTIFICATE

Payoff scenarios at maturity*

Payoff Chart at Maturity:

Performance of Certificate in %



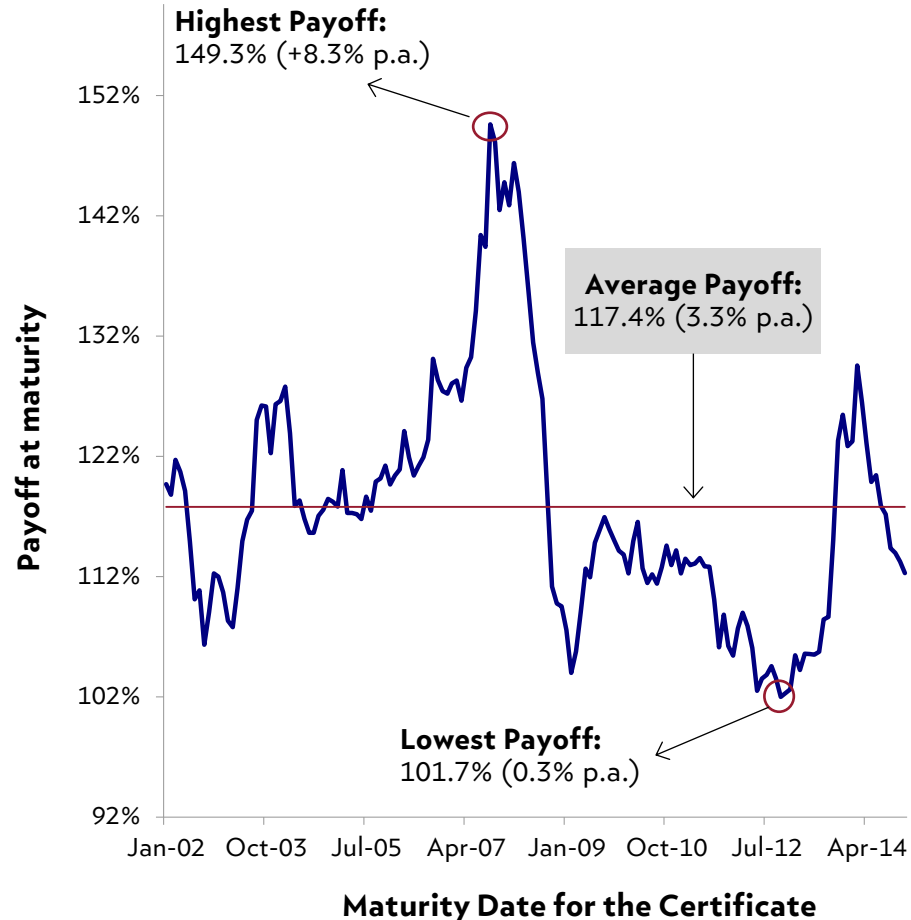
Performance of Underlying at Maturity	Redemption at maturity in %	Certificate Return
-20.0%	100.0%	0.0%
-18.0%	100.0%	0.0%
-16.0%	100.0%	0.0%
-14.0%	100.0%	0.0%
-12.0%	100.0%	0.0%
-10.0%	100.0%	0.0%
-8.0%	100.0%	0.0%
-6.0%	100.0%	0.0%
-4.0%	100.0%	0.0%
-2.0%	100.0%	0.0%
0.0%	100.0%	0.0%
2.0%	100.8%	0.8%
4.0%	101.6%	1.6%
6.0%	102.4%	2.4%
8.0%	103.2%	3.2%
10.0%	104.0%	4.0%
12.0%	104.8%	4.8%
14.0%	105.6%	5.6%
16.0%	106.4%	6.4%
18.0%	107.2%	7.2%
20.0%	108.0%	8.0%

* **Repayment at Maturity**
 $= 100\% + 40\% * \text{MAX}(\text{Underlying Performance}; 0\%)$

HISTORICAL BACKTEST*

Average NAV at Maturity of 117.4% (Return p.a.: 3.3%)

Historical Backtest*: Payout at Maturity in %



- The backtest (simulation) shows 156 different 5 years Principal Protection Certificates
- These backtested Certificates have varying entry points (Investment Dates)
- The first backtested 5 years Certificate starts in January 1997 and matures in January 2002. Thereafter, each month a new Certificate is simulated, maturing 5 years later (e.g. June 2008 – June 2013)
- The lowest Payoff stands at 101.7% (Return p.a.: 0.3%)
- The average Payoff is 117.4% (Return p.a.: 3.3%)
- The highest Payoff stands at 149.3% (Return p.a.: 8.3%)

KEY RISKS AND SENSITIVITIES

Main Risks and Sensitivities of the Certificate

Principal Protection at Maturity

The Certificate comes with 100% Principal Protection at maturity. The price of the Certificate could theoretically drop below this level before maturity.

Price Sensitivity to the Underlying Fund (Delta)

The Certificate provides a fixed participation at maturity. Ceteris Paribus, the closer to maturity, the higher the delta. The initial sensitivity (Delta) is approximately 60% times the Participation Rate. Therefore if e.g. the index goes up by 10% first day, the Certificate is expected to be up by about 2.40%.

Interest Rates

The Principal is protected via a built-in Zerobond. This component will vary in price depending on changes in interest rates. Hence the price of the Certificate will tend to rise with falling interest rates and vice versa.

Julius Bär

Tailored Solutions Group

Bank Julius Baer & Co. Ltd.

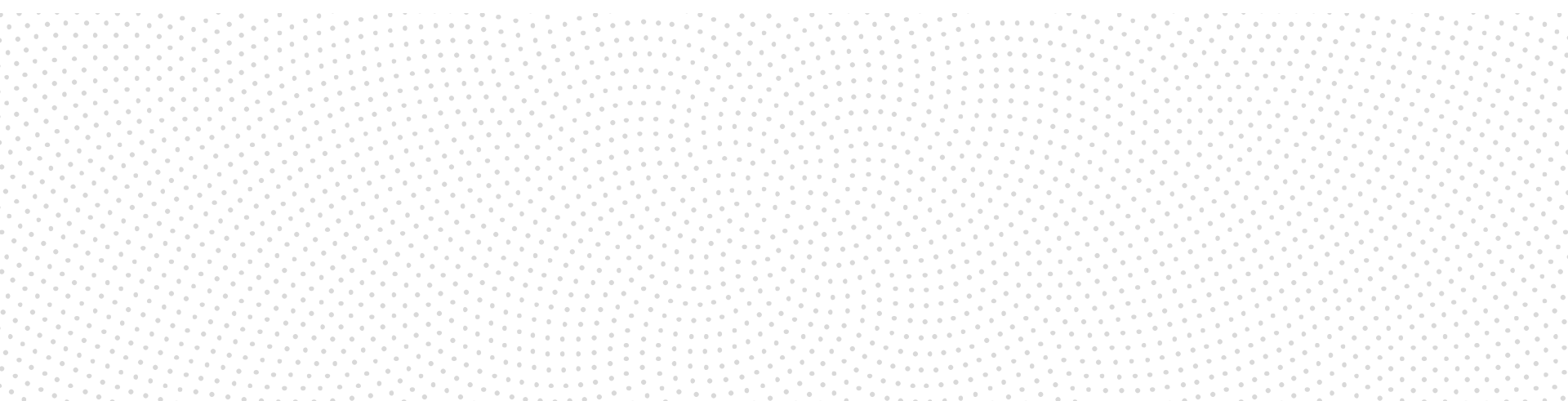
Hohlstrasse 604/606

P.O. Box

CH-8010 Zurich

Switzerland

Telephone +41 (0) 58 888 80 06



IMPORTANT LEGAL DISCLAIMER

This presentation constitutes **marketing material** and is **for information purposes** only. Nothing contained herein constitutes investment, legal, tax or other advice nor shall be construed as a solicitation, invitation, offer or recommendation to engage in any transaction. Opinions and views expressed in this presentation may not reflect the official views of Bank Julius Baer & Co. Ltd. and may deviate from the opinion of other departments of the Bank or any other third party. The presentation was produced at the time of writing and is subject to change without notice. Although all information and data in this presentation are obtained from sources believed to be reliable and accurate, the information is provided without warranties or representations of any kind. The presentation is not the result of independent financial research. Therefore, the legal requirements regarding the independence of investment research are not applicable. The presentation has been prepared without taking account of the objectives, financial situation or needs of any particular client or prospect. Services and/or products mentioned in this presentation may not be suitable for all recipients and may not be available in all countries. Before entering into any transaction, investors should consider the suitability of the transaction to their individual circumstances and objectives. Clients of Bank Julius Baer & Co. Ltd. are kindly requested to get in touch with their local Julius Baer entity in order to be informed about the services and/or products available within their specific circumstances. This presentation may only be distributed in countries where its distribution is legally permitted. The price of financial products may vary and is exposed to general risks inherent in equities markets, currencies, interests as well as in political changes. Past performance is not a reliable indicator of future results and performance forecasts are not a reliable indicator of future performance. An investor may lose part or all of his investment. Bank Julius Baer & Co. Ltd., its subsidiaries and affiliated companies do not assume liability under any circumstances for any loss arising from the use of this presentation or as a consequence of the risks inherent in the financial markets.

Structured products (e.g. baskets, certificates) are complex financial products which involve a high degree of risk. They are not comparable with conventional debts or equity securities and will not be covered by any financial compensation or insurance scheme. In particular, a structured product does not constitute a participation in a collective investment scheme. It constitutes a direct, unconditional, unsecured and unsubordinated obligation of the issuer. The product's value is not only dependent on the development of the underlying(s), but also on the credit-worthiness of the issuer. As structured products may be denominated in another currency than the one of the investor's home member state, fluctuations in exchange rates may adversely affect the market value of the product. Not all the risks and merits associated with structured products can be disclosed in this presentation. Therefore, potential investors should consult the entire product documentation related to the specific issuance before making any investment decision. Bank Julius Baer & Co. Ltd. makes no representation as to the suitability or appropriateness of the product for any particular investor.

NEITHER THIS PRESENTATION NOR ANY COPY THEREOF MAY BE SENT, TAKEN INTO OR DISTRIBUTED IN THE UNITED STATES OR TO ANY US PERSON AS DEFINED IN REGULATION S OF THE US SECURITIES ACT OF 1933.

© Bank Julius Baer & Co. Ltd., 2015