

**Structured Products**

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**Term Sheet and Final Terms****JB 10Y Certificate on the CHF 3M LIBOR  
Maturity 30.09.2024**

In Switzerland, these financial instruments are considered structured products. They do not constitute shares in collective investment schemes within the meaning of the Swiss Federal Act on Collective investment schemes (CISA). Therefore they neither are subject to the approval nor supervision by the Swiss Financial Market Supervisory Authority FINMA. The investors do not benefit from the specific investor protection provided under the CISA.

**Product Description****Terms**

Issuer	Bank Julius Baer & Co. Ltd., Guernsey
Lead Manager	Bank Julius Baer & Co. Ltd., Zurich
Rating of the Issuer	Moody's A1
Valor / ISIN / Symbol	24202077 / CH0242020771 / JKBVY

Underlying **3-months CHF LIBOR** (Bloomberg:SF0003M Index), floored at 0.00%

Currency	CHF	Fixing Date	08.08.2014
Nominal	CHF 1.00	Payment Date	15.08.2014
Ratio	100	Maturity Date	30.09.2024
Issue Price	CHF 9.90	Redemption Date	07.10.2024

**Observation Dates of**

Underlying I (i)

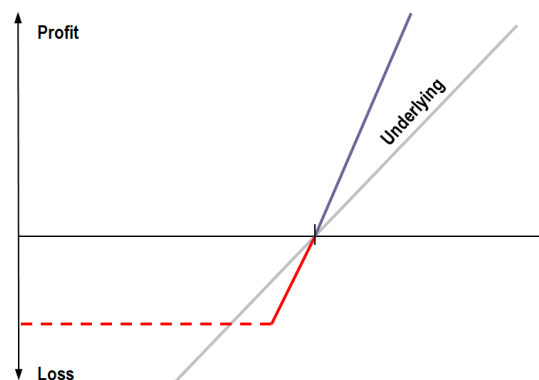
Generally two business days prior the current Quarter End in March, June, September and December. The exact dates are defined in below Section "Period Definition of the Underlying (i)".

Dates (i) of reference interest rate

Generally on the last business day each March, June, September, December. The exact dates are defined in Section "Period definition of the Underlying (i)". There are no intermediate cash flows.

**Product Characteristics**

These Structured Products („Certificates“ / „Products“) are financial instruments which due to an implied Leverage allow the investor to disproportionately participate in the positive performance of the Underlying, but which also reflect the development of the Underlying disproportionately if its performance is negative. This Product is aimed at investors who expect a positive performance of the Underlying.

**Implied Leverage Effect**

Any changes in the value of the underlying will have a disproportionate effect on the value of the certificate due to the implied leverage which is a function of the ratio.

**Bank Julius Baer & Co. Ltd.**

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**SVSP Swiss Derivative Map™**Miscellaneous Leverage  
Certificates (2099)

## Redemption

Each holder of a Certificate qualifies for redemption on the Redemption Date by the Issuer in accordance with the following redemption scenario:

### Scenario

The Certificate will be redeemed on the Redemption Date according to the following formula:

$$\text{Redemption} = N \times \text{Ratio} \times \text{Sum}[\max(0; BW_i) \times \Delta t_i]$$

whereas:

N	Nominal
BW <sub>i</sub>	Reference Value of Underlying at Observation Date i
Δt <sub>i</sub>	Number of interest days of the interest period i divided by the year days based on the applied Method of interest rate calculation

### Value of the Certificate

The Value of the Certificate is calculated analogically to the Redemption Amount whereby instead of the Value of the Underlying at Redemption Date will be used the actual Value of the Underlying.

### Period Definition Underlying (i)

Period i	Observation Date i	Start i	End i	days	Pay Date *
1	26.09.2014	30.09.2014	30.12.2014	91	30.09.2024
2	24.12.2014	30.12.2014	30.03.2015	90	30.09.2024
3	26.03.2015	30.03.2015	30.06.2015	92	30.09.2024
4	26.06.2015	30.06.2015	30.09.2015	92	30.09.2024
5	28.09.2015	30.09.2015	30.12.2015	91	30.09.2024
6	24.12.2015	30.12.2015	30.03.2016	91	30.09.2024
7	24.03.2016	30.03.2016	30.06.2016	92	30.09.2024
8	28.06.2016	30.06.2016	30.09.2016	92	30.09.2024
9	28.09.2016	30.09.2016	30.12.2016	91	30.09.2024
10	28.12.2016	30.12.2016	30.03.2017	90	30.09.2024
11	28.03.2017	30.03.2017	30.06.2017	92	30.09.2024
12	28.06.2017	30.06.2017	29.09.2017	91	30.09.2024
13	27.09.2017	29.09.2017	29.12.2017	91	30.09.2024
14	27.12.2017	29.12.2017	29.03.2018	90	30.09.2024
15	27.03.2018	29.03.2018	29.06.2018	92	30.09.2024
16	27.06.2018	29.06.2018	28.09.2018	91	30.09.2024
17	26.09.2018	28.09.2018	31.12.2018	94	30.09.2024
18	27.12.2018	31.12.2018	29.03.2019	88	30.09.2024
19	27.03.2019	29.03.2019	28.06.2019	91	30.09.2024
20	26.06.2019	28.06.2019	30.09.2019	94	30.09.2024
21	26.09.2019	30.09.2019	30.12.2019	91	30.09.2024
22	24.12.2019	30.12.2019	30.03.2020	91	30.09.2024
23	26.03.2020	30.03.2020	30.06.2020	92	30.09.2024
24	26.06.2020	30.06.2020	30.09.2020	92	30.09.2024
25	28.09.2020	30.09.2020	30.12.2020	91	30.09.2024
26	24.12.2020	30.12.2020	30.03.2021	90	30.09.2024
27	26.03.2021	30.03.2021	30.06.2021	92	30.09.2024
28	28.06.2021	30.06.2021	30.09.2021	92	30.09.2024
29	28.09.2021	30.09.2021	30.12.2021	91	30.09.2024
30	24.12.2021	30.12.2021	30.03.2022	90	30.09.2024
31	28.03.2022	30.03.2022	30.06.2022	92	30.09.2024
32	28.06.2022	30.06.2022	30.09.2022	92	30.09.2024
33	28.09.2022	30.09.2022	30.12.2022	91	30.09.2024
34	28.12.2022	30.12.2022	30.03.2023	90	30.09.2024
35	28.03.2023	30.03.2023	30.06.2023	92	30.09.2024
36	28.06.2023	30.06.2023	29.09.2023	91	30.09.2024
37	27.09.2023	29.09.2023	29.12.2023	91	30.09.2024
38	27.12.2023	29.12.2023	28.03.2024	90	30.09.2024
39	26.03.2024	28.03.2024	28.06.2024	92	30.09.2024
40	26.06.2024	28.06.2024	30.09.2024	94	30.09.2024

\*there are no intermediate cash flows

## Taxation

Stamp duties	No stamp duty upon issuance. Federal turnover tax is due on secondary market transactions in case the Product's term does exceed one year.
Withholding tax Income tax	No Swiss withholding tax is to be paid. The product contains an interest component. For private investors (individuals) with tax residence in Switzerland the interest component [0.44% p.a.] is subject to income tax at redemption. However, any gain derived from the product is classified as capital gain and therefore for such investors not subject to income tax.
EU Savings tax	For Swiss paying agents, this product is not subject to the EU Savings tax. (TK 7)

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
Method of interest rate calculation	Act/360
Minimum Trading Size	1 Certificate
Exercise	The Product matures automatically on the Maturity Date
Issue Size	Up to 250'000 Certificates (CHF25'000'000 / can be increased at any time)
Clearing	SIS SIX AG
Settlement	cash
Listing / Secondary Trading	Will be applied for the SIX Swiss Exchange / Reuters JBSTP
Reuters RIC	CH24202077=BJBZ
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 total yield of the Product depends on the performance of the Underlying. **The leverage effect of the Product affects its performance disproportionately (see Leverage above)** and, accordingly, a comparatively low negative performance of the Underlying may result in larger losses for the investor. As past performance is no guarantee of future development, the performance cannot be predicted at the time of the investment decision. A total loss may occur if this Underlying has no value on the Maturity Date (if its Price is zero).

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

## 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.

**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](http://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 Programme Documentation of the Issuer dated 30 June 2014, 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 and third parties 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 between the companies affiliated to the Issuer and the investor and between third parties 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](http://derivatives.juliusbaer.com); corporate actions and/or [http://www.six-swiss-exchange.com/news/official\\_notices/search\\_en.html](http://www.six-swiss-exchange.com/news/official_notices/search_en.html). Term Sheets will not be amended.

## 6. Issuer

The Issuer, Bank Julius Baer & Co. Ltd., Guernsey Branch (a branch of Bank Julius Baer & Co. Ltd., Zurich, incorporated 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. Consent under the Control of Borrowing (Bailiwick of Guernsey) Ordinances has been obtained for the Issue. Neither the Guernsey Financial Services Commission (P.O. Box 128, Gategny Court, Gategny 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.

## 7. 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 Berne; <http://www.finma.ch>).

## 8. 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.

**Hongkong:** 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.

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## 9. Additional Notes

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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 15.08.2014; the listing on the Main Standard of the SIX Swiss Exchange will be applied for.

Last Trading Date and Time 27.09.2024; 17.15 CET

## 2. Underlying

Underlying 3-months CHF LIBOR  
Currency CHF  
Bloomberg Symbol SF0003M Index

### Development of the Underlying

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

## 3. 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.

St. Peter Port, 8. August 2014

Bank Julius Baer & Co. Ltd., Guernsey Branch

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Zurich, 8. August 2014

Bank Julius Baer & Co. Ltd., Zurich

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