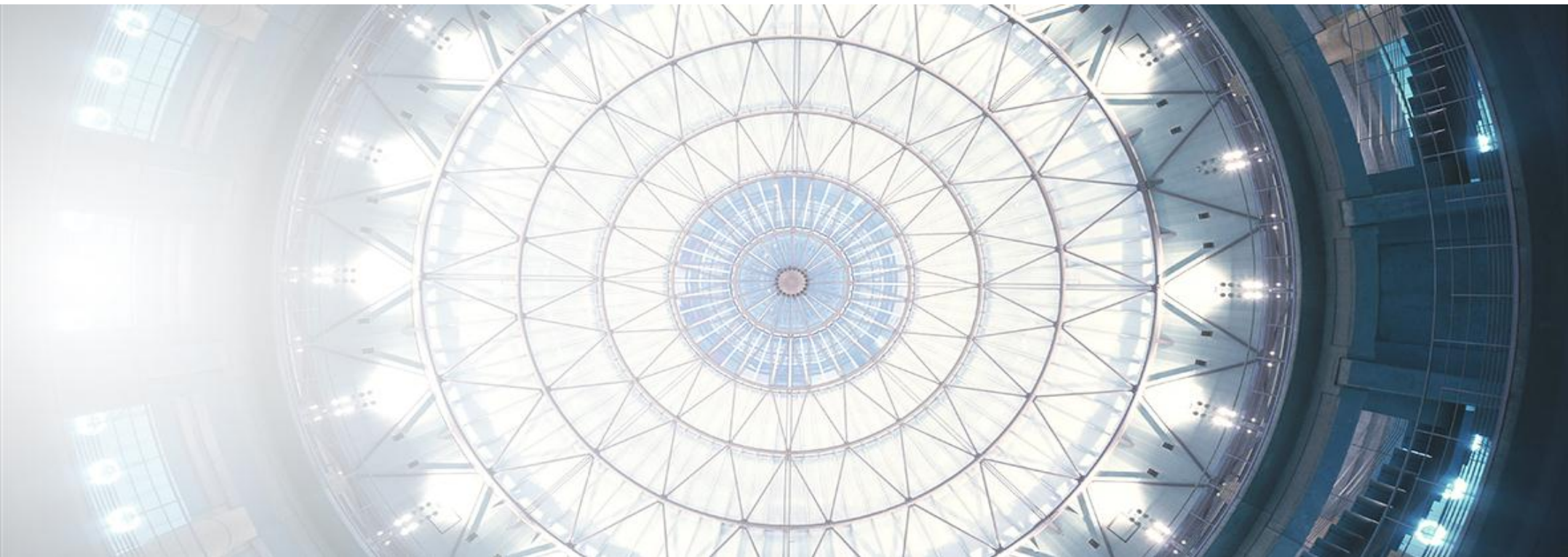


Julius Bär

5Y 100% CAPITAL PROTECTION CERTIFICATE WITH CAPPED PARTICIPATION ON SWISS & EUROPEAN DIVERSIFIED STOCKS BASKET

SSPA Category: Capital Protection Certificate with Participation (1100*)
August 2014



CAPITAL PROTECTION CERTIFICATE WITH CAPPED PARTICIPATION ON SWISS & EUROPEAN DIVERSIFIED STOCKS BASKET

You expect

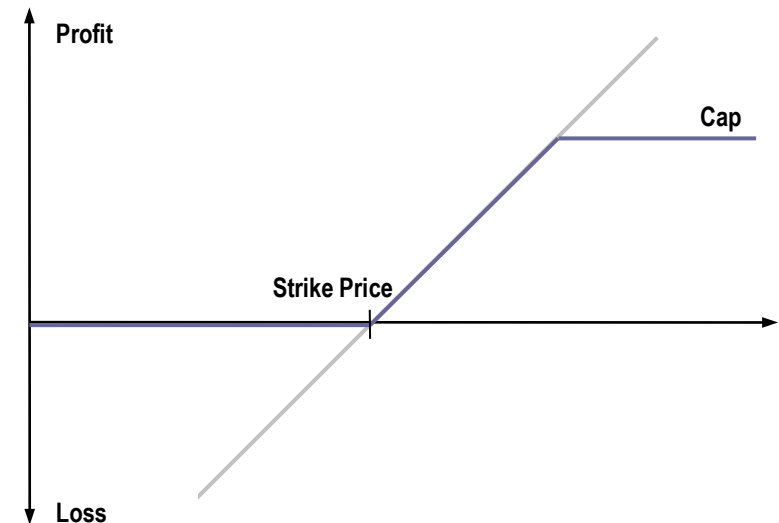
- rising underlying prices
- possible correction of the underlying

We offer

- **100% capital protection** at maturity
(issuer: Bank Julius Baer & Co. Ltd, Moody's A1)
- **100% participation** in the positive performance of the underlying basket until **Cap (150%)**

Risks

- Forgoing regular income (dividends)
- Product may trade below capital protection level during lifetime



CAPITAL PROTECTION CERTIFICATE WITH CAPPED PARTICIPATION

Product data

Underlying basket composition

Stock Name	Bloomberg Symbol	Sector	Weighting	JB rating
Zurich Insurance Group	ZURN VX Equity	Insurance	10.00%	Hold
Swiss Re	SREN VX Equity	Insurance	10.00%	Hold
Roche Holding	ROG VX Equity	Pharma	10.00%	Buy
Swisscom	SCMN VX Equity	Telecom	10.00%	Hold
ABB	ABBN VX Equity	Industrials	10.00%	Buy
Eni	ENI IM Equity	Energy	10.00%	Hold
Telefonica	TEF SM Equity	Telecom	10.00%	Hold
Daimler	DAI GY Equity	Automobiles	10.00%	Buy
Munich Reinsurance Company	MUV2 GY Equity	Insurance	10.00%	Buy
Sanofi	SAN FP Equity	Pharma	10.00%	Buy

- Issuer: Bank Julius Baer & Co. Ltd., Guernsey
- Rating: Moody's A1
- Listing at the SIX Swiss Exchange
- Currency: quanto USD
- Maturity: 5 years
- 24202089/CH0242020896/JRHNE
- **In subscription until 03.09.2014, 12.00 CET**

CAPITAL PROTECTION CERTIFICATE WITH CAPPED PARTICIPATION

Payout scenarios at expiry

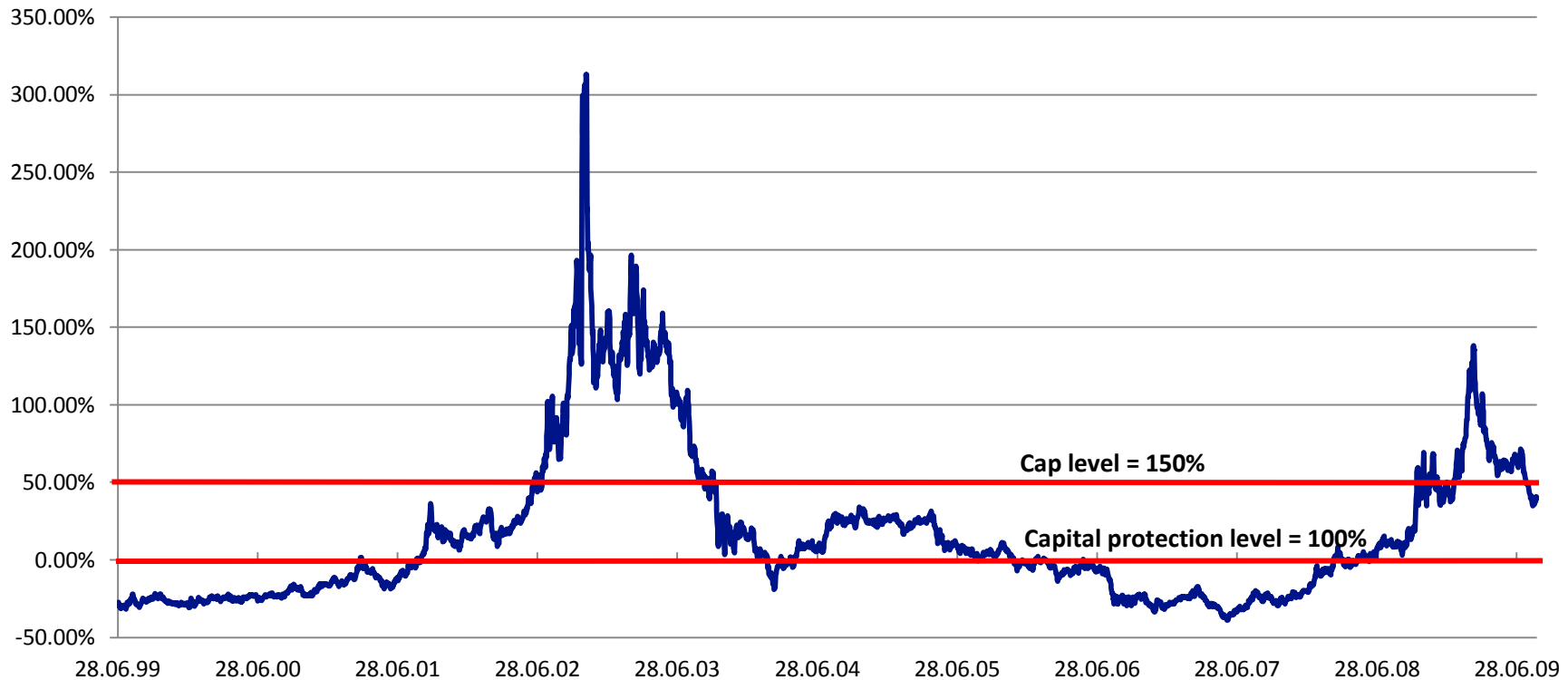
Capital Protection:	100%
Strike:	100%
Participation:	100%
Cap	150%

Underlying basket performance	Certificate performance (24.202.089)
- 20.00%	+ 0.00%
- 15.00%	+ 0.00%
+ 0.00%	+ 0.00%
+ 15.00%	+ 15.00%
+ 30.00%	+ 30.00%
+ 50.00%	+ 50.00%
+ 60.00%	+ 50.00%

BACKTESTING (1/2)

Historical backtesting results of 24.202.089

the following chart illustrates the backtesting results, assuming on each date starting from 28.06.1999 (X-axis) we launched such a product and the corresponding 5-year basket performance is shown on the Y-axis.
(First time serie: 28.06.1999 – 28.06.2004, last time serie: 19.08.2009-18.08.2014, total data points: 3'706)



- 46.16% of all cases, the certificate could grant investors a full capital protection while underlying basket performance fell below zero.
- 36% of all cases, investors could profit 100% from the upside performance of the underlying basket and in 17.86% of all cases, the return was capped at 150%.

BACKTESTING (2/2)

Historical backtesting results of 24.202.089

Number of Simulation: 3'706

Performance comparison	Underlying basket	Certificate (24.202.089)
Average	16.78%	15.40%
Max	312.95%	50.00%
Min	-39.08%	0.00%
Std. Dev.	49.91%	19.53%

- The underlying basket shows in average a slightly higher return than the certificate, however also a much higher standard deviation.
- The max return of 312.95% of the underlying basket only reached shortly in november 2002, as shown in the previous graph.
- In most of the cases, the certificate allowed investors to fully participate in upside performance of the underlying basket and at the same time receive a 100% capital protection, in case of stock market crashes.

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