

**Structured Products**

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

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**SVSP Swiss Derivative Map™**

Bonus Certificate (1320)

**Term Sheet and Final Terms****JB Multi Bonus Certificate on Nestlé, Novartis, Roche**

**140% Bonus Level - Downside: Worst-of - Upside: Basket, even after Barrier Event - Continuous Barrier Observation - 85% Barrier Level**

**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 are neither 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 Branch  
 Lead Manager Bank Julius Baer & Co. Ltd., Zurich  
 Rating of the Issuer Moody's A2  
 Valor / ISIN / Symbol 40486462 / CH0404864628 / MAGUJB

Underlying Basket with 3 equally weighted shares:  
 Nestlé SA Registered share (NESN VX Equity; SIX Swiss Exchange)  
 Novartis Inc Registered share (NOVN VX Equity; SIX Swiss Exchange)  
 Roche Holding Registered share (ROG VX Equity; SIX Swiss Exchange)

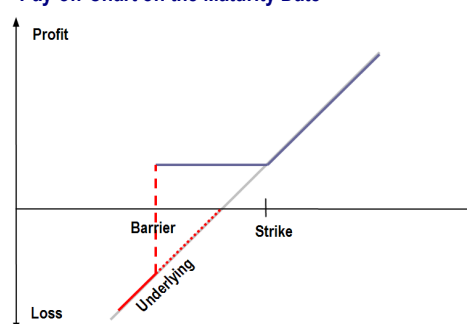
	Share I	Share II	Share III
Currency	CHF	CHF	CHF
Reference Price	CHF 74.26	CHF 75.85	CHF 217.03
Strike Price	CHF 103.964 (140.00%) <sup>1)</sup>	CHF 106.19 (140.00%) <sup>1)</sup>	CHF 303.842 (140.00%) <sup>1)</sup>
Knock-In-Barrier	CHF 63.121 (85.00%) <sup>1)</sup>	CHF 64.4725 (85.00%) <sup>1)</sup>	CHF 184.4755 (85.00%) <sup>1)</sup>
Ratio / No. Shares	13.4662	13.1839	4.6077

<sup>1)</sup>in % of the Reference Price

Currency	CHF	Fixing Date	23.03.2018
Nominal Amount	CHF 1'000.00	Payment Date	03.04.2018
Issue Price	CHF 1'000.00 (per Product; including the Distribution Fee)	Maturity Date	23.08.2019
Participation	100.00%	Redemption Date	03.09.2019
Bonuslevel	140.00%	Knock-In-Period	From Fixing Date (including) to Maturity Date (including)

**Product Characteristics**

These Structured Products („Certificates“/„Products“) are financial instruments which allow the investor to fully participate in the positive performance of the Underlying Basket and protect the invested capital up to the Knock-In-Barrier. If the Knock-In-Barrier is reached, the investor will, receive a previously specified number of the Underlying with the lowest performance. This Product is aimed at investors who expect a positive performance of the Underlyings, but do not exclude that minor market corrections may occur

**Pay-off-Chart on the Maturity Date**

## Redemption

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

### Scenario 1

Should the shares contained in the Underlying never trade at or below the Knock-In-Barrier during the Knock-In-Period, each Certificate will be redeemed in cash at the amount of the Bonuslevel multiplied by the Issue Price plus 100.00% (Participation) of the positive performance of the Basket above the Strike Prices.

### Scenario 2

Should one or more of the shares contained in the Underlying ever trade at or below the Knock-In-Barrier during the Knock-In-Period and should one or more of the Closing Prices of the shares contained in the Underlying be below the Strike Price on the Maturity Date, each investor will receive for each Product the defined Number of Underlyings of such Underlying that has the highest negative percentage difference between its Strike Price and its Closing Price on the Maturity Date. The negative percentage difference will be calculated as follows:

$$\text{Negative percentage difference} = [(Closing Price on the Maturity Date \times 100 / Strike Price) - 100] \%$$

Any embedded fractions will be settled in cash. The cash payment will be calculated based on the Closing Price of the Underlying as of the Maturity Date. It is explicitly referred to the obligation to bear the costs in connection with the physical delivery of the shares.

Should the weighted average of the Closing Prices of the shares contained in the Basket be higher than the Strike Price at fixing, 100.00% (Participation) of the positive performance of the basket above the Strike Price will, additionally, be paid out in cash.

### Scenario 3

Should one or more of the shares contained in the Underlying ever trade at or below the Knock-In-Barrier during the Knock-In-Period and should all Closing Prices of the shares contained in the Underlying be at or above the Strike Price on the Maturity Date, each Certificate will be redeemed in cash at the amount of the Bonuslevel multiplied by the Issue Price plus 100.00% (Participation) of the positive performance of the Basket above the Strike Prices.

## Taxation

Stamp duties	No stamp duty upon issuance. Federal turnover tax is due on secondary market transaction in case that the Product's term exceeds one year. In case of delivery of an Underlying upon redemption, federal turnover tax is levied based on the Strike Price.
Withholding tax	No Swiss withholding tax.
Income tax	The Product is classified as transparent, where the return of the preponderant part of the bond part is in the form of a discount (IUP). For private investors (individuals) 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% p.a.) is subject to income tax ("Modifizierte Differenzbesteuerung"). However, any gain derived from the option part is classified as capital gain and therefore for such investors not subject to income tax.

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 0.706% 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 General Information section 3 "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 20'000 Certificates (can be increased at any time)
Central Securities Depository	SIX SIS AG
Settlement	cash or cash/physical
Listing / Secondary Trading	Will be applied for the SIX Swiss Exchange / Reuters JBSTP
Reuters RIC	CH40486462=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 share with the lowest performance covered by the Underlying. As past performance is no guarantee of future development, the performance cannot be predicted at the time of the investment decision. There is the risk that the share with the lowest performance covered by the Underlying will be deposited in the investor's securities account. In this case, the loss corresponds to the difference between the Issue Price and the amount which results from the multiplication of the Closing Price of the share (on the Maturity Date) by the defined Number of Shares per Certificate (see Ratio/Number of Shares) for the respective share. This amount may be considerably lower than the Issue Price. A total loss may occur if the share has no value on the Maturity Date (if its price is zero). Further, investors must take into consideration that upon delivery of the share, the loss will increase if the price of the share decreases after the Maturity Date.

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.

**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 Program Documentation of the Issuer dated 19 June 2017, 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: <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.

**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).

### 9. Additional Notes

Contact address	Bank Julius Baer & Co. Ltd., Hohlstrasse 604/606, CH-8010 Zurich
Phone	+41 (0)58 888 8181
E-Mail	<a href="mailto:derivatives@juliusbaer.com">derivatives@juliusbaer.com</a>
Internet	<a href="http://derivatives.juliusbaer.com">derivatives.juliusbaer.com</a>

**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.

This document is a translation of the German original. In the event of an inconsistency between the German and the English version of this document, the German text prevails.

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# Annex

## 1. Additional Terms

Listing	The Certificates are provisionally admitted to trading on the SIX Swiss Exchange as of 03.04.2018; the listing on the main standard of the SIX Swiss Exchange will be applied for.
Last Trading Date and Time	On the Maturity Date at the close of trading on the SIX Swiss Exchange
Closing Reference Price	Official Closing Reference Price of the Underlying at the Primary Exchange of the Underlying on the Maturity Date

## 2. Underlying I

### Name of the Underlying and of the Relevant Primary Exchange

Nestlé SA Registered share with a nominal of CHF 0.10  
Swiss Security Identification Number / ISIN / Symbol: 3886335 / CH0038863350 / NESN VX Equity  
Primary Exchange: SIX Swiss Exchange

### Name of the Issuer of the Underlyings

Nestlé SA  
Domicile: Switzerland, Vevey  
Place of Headquarters: Switzerland, Vevey  
The current annual and semi-annual reports of Nestlé SA may be obtained at Bank Julius Baer & Co. Ltd., Hohlstrasse 604/606, 8010 Zurich, Switzerland, free of charge.

### Transferability of the Underlyings

The transferability of the Underlyings is subject to the Articles of Association of Nestlé SA.

### Development of the Underlying

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

## 3. Underlying II

### Name of the Underlying and of the Relevant Primary Exchange

Novartis Inc Registered share with a nominal of CHF 0.50  
Swiss Security Identification Number / ISIN / Symbol: 1200526 / CH0012005267 / NOVN VX Equity  
Primary Exchange: SIX Swiss Exchange

### Name of the Issuer of the Underlyings

Novartis Inc  
Domicile: Switzerland, Basel  
Place of Headquarters: Switzerland, Basel  
The current annual and semi-annual reports of Novartis Inc may be obtained at Bank Julius Baer & Co. Ltd., Hohlstrasse 604/606, 8010 Zurich, Switzerland, free of charge.

### Transferability of the Underlyings

The transferability of the Underlyings is subject to the Articles of Association of Novartis Inc.

### Development of the Underlying

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

## 4. Underlying III

### Name of the Underlying and of the Relevant Primary Exchange

Roche Holding Ltd Profit sharing certificate with a nominal of CHF 0.00  
Swiss Security Identification Number / ISIN / Symbol: 1203204 / CH0012032048 / ROG VX Equity  
Primary Exchange: SIX Swiss Exchange

### Name of the Issuer of the Underlyings

Roche Holding Ltd  
Domicile: Switzerland, Basel  
Place of Headquarters: Switzerland, Basel  
The current annual and semi-annual reports of Roche Holding Ltd may be obtained at Bank Julius Baer & Co. Ltd., Hohlstrasse 604/606, 8010 Zurich, Switzerland, free of charge.

### Transferability of the Underlyings

The transferability of the Underlyings is subject to the Articles of Association of Roche Holding Ltd.

### Development of the Underlying

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

**5. Responsibility for the Final Terms**

Bank Julius Baer & Co. Ltd. assumes responsibility for the content of those 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, 23. March 2018

Bank Julius Baer & Co. Ltd., Guernsey Branch

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Zurich, 23. March 2018

Bank Julius Baer & Co. Ltd., Zurich

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