

# Key Information Document (“KID”)

## Purpose

This document provides you with key information about this investment product. It is not marketing material, investment advice, or an invitation or offering to purchase the product. It is information required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

## Product

<b>Product name:</b>	Equity Option Put Long
<b>Product manufacturer:</b>	Bank Julius Baer & Co. Ltd., Zurich
<b>Website:</b>	<a href="https://derivatives.juliusbaer.com/en/home">https://derivatives.juliusbaer.com/en/home</a>
<b>Phone number:</b>	+41 58 888 87 58
<b>Competent authority:</b>	The manufacturer is supervised by the Swiss Financial Market Supervisory Authority (FINMA). FINMA is not considered a competent supervisory authority under EU Regulation 1286/2014 on Key Information Documents for packaged investment products (PRIIPs) in the technical sense, as Switzerland is not a member of the EU.
<b>Date and time of production</b>	29 <sup>th</sup> March 2018, 1:13 p.m. CET

**You are about to purchase a product that is not simple and may be difficult to understand.**

## 1. What is this product?

**Type** Equity Put Options are derivative based contracts. A derivative is a financial contract, which derives its value from the value of another underlying instrument, asset or index, in this case the underlying stock.

### Objectives

A Put Option gives the buyer (long position) the right, but not the obligation, to sell the underlying asset at a certain time in the future for a certain price (the option's strike price). An Equity Option Put Long has a pre-defined maturity date. The seller of a Put Option (short position) sells the above rights to sell to the buyer, and will be obliged to buy the underlying asset at the pre-defined time for the strike price, if the buyer exercises his selling right. By entering into this Equity Option Put Long you would act as the seller of the underlying.

For the potential selling right of the underlying, the option buyer pays the option seller the option's premium (the price of the option). An option's premium can fluctuate due to movements and expectations of the following non-exhaustive list of parameters: the difference between the option's strike price and the price of the underlying asset, interest rates, remaining time until expiry of the options contract, expected volatility in the underlying asset, etc.

The buyer and the seller have opposing expectations of how the value of the underlying, and thus the option's premium will develop. The buyer of a Put Option expects that upon the option's expiration or closure the underlying asset's market value will be lower than the option's strike price minus the option's premium. The seller of a Put Option expects that upon the option's expiration or closure the underlying asset's market value will be higher than the option's strike price minus the option's premium.

The risk and reward profile at maturity is depicted in the section “Profit and Loss Prospect”. The gross profit or loss of the buyer of a Put Option depends on the underlying asset's market value at the option's expiration or closure.

The gross pay-off of the buyer of a Put Option is calculated as the difference between the strike price minus the underlying's value at the option's expiration or closure, minus the option's premium. If the sum of the underlying asset's market value at maturity date plus the option's premium is lower than the option's strike price, the buyer of the Put Option will make a profit. If the sum of the underlying asset's market value at maturity date plus the option premium is higher than the option's strike price the buyer of the Put Option will make a loss. The maximum potential gross loss of the buyer of a Put Option is the option's premium. The Put Option buyer's maximum gross profit is the difference between the strike price and the option's premium. The Put Option buyer's pay-off is zero, if the underlying's market value equals the option's strike price minus the option's premium.

### Intended retail investor

Potential customers of Equity Options Put Long comprise professional clients and retail clients with extensive knowledge and/or experience in derivative financial products. The product is suitable for the purpose of capital optimisation, leverage for the purpose of directional investing, arbitrage or hedging. It can be used for a short-term, mid-term or long-term investment horizon, depending on the maturity date. The potential customer must be able to bear financial losses up to the option premium, and does not require capital protection (repayment of the invested capital is not guaranteed).

Before entering into an Equity Put Option Long, you must make your own independent assessment on whether to enter into such a contract and whether it is appropriate for you based on your knowledge and experience, your financial situation, and your investment needs, according to your own judgment and the recommendation from the persons selling or advising this product to you.

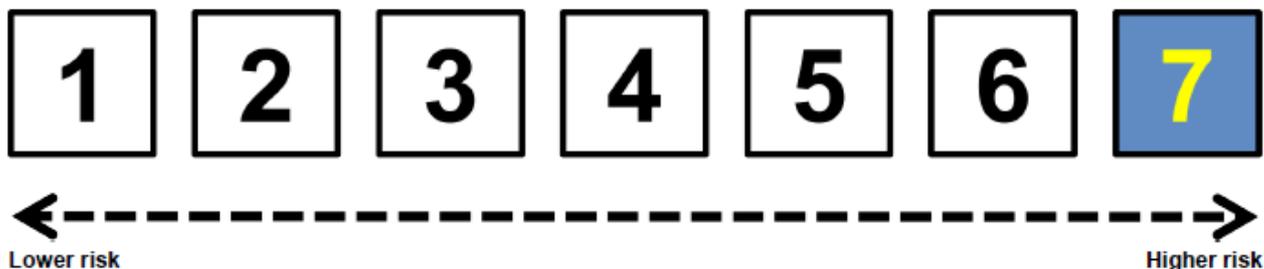
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## 2. What are the risks and what could I get in return?

### Risk indicator

The summary risk indicator is a guide to the level of risk of these products compared to other products. It shows how likely it is that a product will lose money because of movements in the markets or because of a default risk of the issuer or counterparty.

We have classified the Equity Option Put Long as 7 out of 7, which is the highest risk class, because of the complex derivative nature of the product, and because, depending on the strike price, you may lose all the invested money based on a comparably small price movement of the underlying (leverage effect).



Options are leveraged products; initial costs of a customer, e.g. execution fees, assets deposited to secure the option's exposure, account for only a small percentage of the traded contract's overall value. Small changes in the underlying assets market value can result in huge gains or losses, which significantly exceed the options price. These products do not include any protection from future market performance. **Be aware of currency risk. You may receive payments in a different currency, so the final return you get will depend on the exchange rate between the two currencies. This risk is not considered in the indicator shown above.**

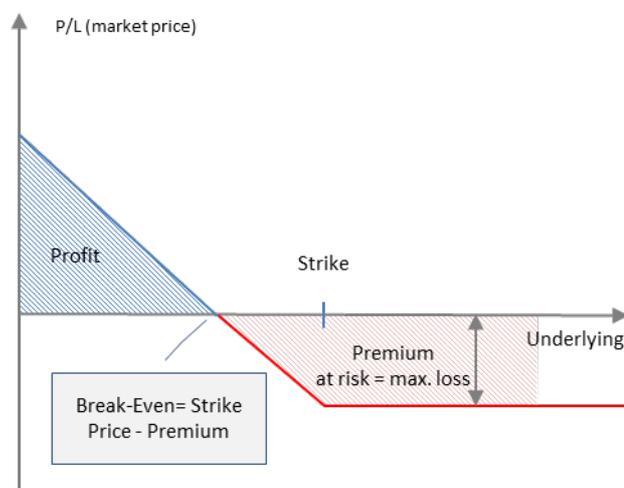
### Profit and Loss Prospect

Your maximum profit equals the strike price minus the option premium (should the underlying fall to zero at maturity). Your maximum loss is the option premium.

This graph illustrates how your investment could perform. You can compare it with the pay-off graphs of other derivatives. The graph presented gives a range of possible outcomes and is not an exact indication of what you might get back.

What you get will vary depending on how the underlying will develop. For each value of the underlying, the graph shows what the profit or loss of the product would be at maturity. The horizontal axis shows the various possible market values of the underlying asset on the expiry date and the vertical axis shows the profit or loss. Entering an Equity Option Put Long position means that you think the underlying asset's market value will decrease.

The illustration does not take into account your personal tax situation, which may also affect how much you get back.



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## 3. What happens if the manufacturer is unable to pay out?

The dedicated market place is regulated by a national authority. The market place provides a market infrastructure and trading platform to the market participants for the conclusion of trading and transaction processing. The market place does not act as counterparty to any market participants. In regards of a default of a market participant, the market platform ensures via its clearing and collateral system that all kind of outstanding liabilities could be fulfilled.

## 4. What are the costs?

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the investment return you might get. The total costs take into account one-off, ongoing and incidental costs. The figures are estimates and may change in the future.

### Cost over time

Total costs (Based on investment of 10'000.-)	0.- - Max 350.-
Impact on Return (RIY)	0% - 4.0%

### Composition of costs

<b>One-Off costs</b>	<i>Entry costs</i>	0% - 3.50%	The impact of the costs you pay when entering into your investment (i.e option's premium).
	<i>Exit costs</i>	n/a	The impact of the costs of exiting your investment when it matures.
<b>Ongoing costs</b>	<i>Transaction costs</i>	n/a	The impact of the costs of us buying and selling underlying investments for the product.
	<i>Other ongoing costs</i>	n/a	The impact of the costs that we take each year for managing your investments.
<b>Incidental costs</b>	<i>Performance fees</i>	n/a	The impact of the performance fees. We take these from your investment if the product outperforms its benchmark.
	<i>Carried interests</i>	n/a	The impact of carried interest.

## 5. How long should I hold it and can I take money out early?

The illustrated holding period of an Equity Options Put Long is the pre-defined maturity date. As buyer of an Equity Put Option you will pay a premium to the option seller at the conclusion of the contract. This premium cannot be recovered and will apply whether you decide to exercise your selling rights or not.

<b>Exchange Listed</b>	no	<b>Price quotation</b>	n/a
<b>Smallest tradable unit</b>	n/a		

## 6. How can I complain?

Any complaint regarding the conduct of the persons advising on, or selling, the product can be submitted directly to these persons or their supervisors. Any complaint regarding the product or the conduct of the manufacturer of this product can be addressed in writing to the following address: Bank Julius Baer & Co. Ltd., Hohlstrasse 604/606, P.O. Box, 8010 Zurich, Switzerland, or by email to: [derivatives@juliusbaer.com](mailto:derivatives@juliusbaer.com) or at the following website: <https://derivatives.juliusbaer.com/en/home>.

## 7. Other relevant information

General information on financial instruments can be requested free of charge at <https://derivatives.juliusbaer.com/en/home>. If the preparation of issuance programme documentation is required for a product, please consult also these documents, such as the Termsheet, Prospectus, etc., and request it from your client advisor or free of charge from <https://derivatives.juliusbaer.com/en/home>.

This product may not be offered or sold, directly or indirectly, in the United States of America or to U.S. persons. The term "U.S. person" is defined in Regulation S under the U.S. Securities Act of 1933, as amended.