

**PURPOSE**

This document provides you with key information about this investment product. It is not marketing material. The information is 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**

PRODUCT NAME	<b>6.80% P.A. JB MULTI BARRIER REVERSE CONVERTIBLE (55%) WITH LOCK-IN ON ALCON INC, ELI LILLY &amp; CO, SWISS LIFE HOLDING AG, L'OREAL SA</b>
PRODUCT IDENTIFIERS	ISIN: CH1353252104; Valor: 135325210
PRIIP MANUFACTURER	Bank Julius Baer & Co. Ltd., Guernsey Branch ("Julius Baer") ( <a href="https://derivatives.juliusbaer.com/en/home">https://derivatives.juliusbaer.com/en/home</a> ) Call +41 (0)58 888 8181 for more information. The PRIIP Manufacturer is part of the Julius Baer Group.
COMPETENT AUTHORITY OF THE PRIIP MANUFACTURER	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 Retail and Insurance-based Investment Products (PRIIPs) in the technical sense, as Switzerland is not a member of the EU.
DATE AND TIME OF PRODUCTION OF THE KID	28 May 2025 00:17:37 CET

**YOU ARE ABOUT TO PURCHASE A PRODUCT THAT IS NOT SIMPLE AND MAY BE DIFFICULT TO UNDERSTAND.**

**1. WHAT IS THIS PRODUCT?**

**TYPE:** Swiss law governed notes.

**TERM:** The term of the product ends on the Final Redemption Date, unless the product has been terminated or redeemed early.

**OBJECTIVES:** Barrier Reverse Convertibles are primarily targeted at investors expecting the value of the underlyings to remain constant or to slightly increase throughout the term of such products. The product offers you a return in the form of interest payments (i.e. the Coupon Amount as specified below under Interest) and a cash payment on the Final Redemption Date, based on the conditions set out below. The risk associated with the investment in the product is comparable to the risk associated with a direct investment in the Worst-Performing underlying. The product provides for a continuous observation of the Barrier. The Lock-In feature may provide you with a conditional protection from an unfavorable development of the underlying(s), i.e. if a Lock-In Event occurs you will receive on the Final Redemption Date a cash amount equal to 100% of the Denomination in addition to the interest payments.

**Lock-In Observation Dates**

08 July 2024	09 December 2024	07 May 2025	07 October 2025
07 August 2024	07 January 2025	10 June 2025	07 November 2025
09 September 2024	07 February 2025	07 July 2025	
07 October 2024	07 March 2025	07 August 2025	
07 November 2024	07 April 2025	08 September 2025	

**INTEREST:** On the relevant Coupon Payment Dates you will receive the respective pro rata payment percentage amount of 6.80% p.a. of the Denomination, provided that the product has not been redeemed, repurchased or cancelled prior to the relevant Coupon Payment Date. The coupon payments are not linked to the performance of the underlyings. The relevant dates are shown in the table below.

Period	Start Date (inclusive)	End Date (exclusive)	Coupon Payment Date	Period	Start Date (inclusive)	End Date (exclusive)	Coupon Payment Date	Period	Start Date (inclusive)	End Date (exclusive)	Coupon Payment Date
1st	14/06/2024	14/07/2024	15/07/2024	7th	14/12/2024	14/01/2025	14/01/2025	13th	14/06/2025	14/07/2025	14/07/2025
2nd	14/07/2024	14/08/2024	14/08/2024	8th	14/01/2025	14/02/2025	14/02/2025	14th	14/07/2025	14/08/2025	14/08/2025
3rd	14/08/2024	14/09/2024	16/09/2024	9th	14/02/2025	14/03/2025	14/03/2025	15th	14/08/2025	14/09/2025	15/09/2025
4th	14/09/2024	14/10/2024	14/10/2024	10th	14/03/2025	14/04/2025	14/04/2025	16th	14/09/2025	14/10/2025	14/10/2025
5th	14/10/2024	14/11/2024	14/11/2024	11th	14/04/2025	14/05/2025	14/05/2025	17th	14/10/2025	14/11/2025	14/11/2025
6th	14/11/2024	14/12/2024	16/12/2024	12th	14/05/2025	14/06/2025	16/06/2025	18th	14/11/2025	15/12/2025	15/12/2025

**FINAL REDEMPTION:** Unless previously redeemed, repurchased or cancelled, on the Final Redemption of the product on the Final Redemption Date, you will receive:

- if a Lock-in Event has occurred (for the avoidance of doubt, this applies irrespective of whether a Barrier Event has occurred), a cash amount equal to 100% of the Denomination ; or
- If neither a Lock-in Event nor a Barrier Event has occurred, a cash amount equal to 100% of the Denomination.
- If no Lock-In Event but a Barrier Event has occurred and
  - the Final Level of each underlying is **at or above** its Strike Price, a cash amount equal to 100% of the Denomination; or
  - the Final Level of at least one underlying is **below** its Strike Price, a cash amount equal to the Denomination multiplied by the ratio of the Final Level of the Worst-Performing underlying divided by its Strike Price.

The product terms also provide that if certain extraordinary events occur, adjustments may be made to the product and Julius Baer may terminate the product early. These events are specified in the product terms and principally relate to the underlyings, the product and the product manufacturer. Therefore, investors should be prepared to sustain a partial or total loss of their investments.

Denomination	CHF 1,000.00
Issue Currency	Quanto CHF: The currency risk is fully hedged
Issue Price	100.00% of Denomination
Maximum Yield	10.22%
Maximum Yield p.a.	6.80%
Initial Level	the level on the Initial Fixing Date
Strike Price	100.00% of the Initial Level
Barrier	55.00% of the Initial Level
Barrier Event	The price of any underlying is at or below its Barrier at any point during any trading day in the Barrier Observation Period.
Barrier Observation Period	07 June 2024 (inclusive) to 08 December 2025 (inclusive)
Coupon Amount	6.80% p.a. of the Denomination Split into two components (for Swiss tax purposes): Interest Amount 1.25% p.a. of the Denomination; Premium Amount 5.55% p.a. of the Denomination.

Settlement Type	Cash settlement
Initial Fixing Date	07 June 2024
Issue Date	14 June 2024
Final Fixing Date	08 December 2025
Final Redemption Date	15 December 2025
Final Level	With respect to each underlying, its level at the scheduled closing time on the Final Fixing Date on the related Exchange
Lock-In Level	with respect to each underlying, the relevant Lock-In Level being 105.00% of its Initial Level
Lock-In Event	If the Level of <b>each</b> underlying at the Valuation Time on any Lock-In Observation Date is <b>at or above</b> its Lock-in Level.
Lock-In Observation Date	the relevant Lock-In Observation Date(s) being the date(s) on which the Level of each underlying is observed for purposes of determining whether a Lock-In Event has occurred.
Day Count Convention	30/360

## UNDERLYINGS

Name	ISIN	Initial Level	Break-even	Strike Price	Market	Currency	Exchange
Alcon Inc	CH0432492467	CHF 82.16	CHF 73.7633	CHF 82.16	EQUITY	CHF	SIX Swiss Exchange
Eli Lilly & Co	US5324571083	USD 849.99	USD 763.122	USD 849.99	EQUITY	USD	New York Stock Exchange, Inc.
Swiss Life Holding Ltd	CH0014852781	CHF 637.40	CHF 572.2584	CHF 637.40	EQUITY	CHF	SIX Swiss Exchange
L'Oreal SA	FR0000120321	EUR 455.35	EUR 408.8137	EUR 455.35	EQUITY	EUR	Nyse Euronext - Euronext Paris

## INTENDED RETAIL INVESTOR

The product is intended to be offered to retail investors who fulfil all of the criteria below:

- Have sufficient knowledge and experience and a comprehensive understanding of the product, its market and its specific risks, either independently or through professional advice;
- Have the ability to bear a total loss of their investment;
- Have an investment horizon of the recommended holding period specified below;
- Seek income, expect the movement in the underlying to perform in a way that generates a favourable return;
- Are willing to accept a level of risk to achieve potential returns that is consistent with the summary risk indicator shown below.

## 2. WHAT ARE THE RISKS AND WHAT COULD I GET IN RETURN?

## RISK INDICATOR



The risk indicator assumes you keep the product until 08 December 2025. The actual risk can vary significantly if you cash in at an early stage and you may get back less. You may not be able to sell your product easily or may have to sell at a price that significantly impacts on how much you get back.

The summary risk indicator is a guide to the level of risk of this product compared to other products. It shows how likely it is that the product will lose money because of movements in the markets or because Julius Baer is not able to pay you.

Julius Baer has classified this product as 6 out of 7, which is the second highest risk class. This rates the potential losses from future performance at a high level, and poor market conditions are very unlikely to impact Julius Baer's capacity to pay you.

**Be aware of currency risk. If the currency of your account is different to that of this product, you will be exposed to currency risk, so the final return you will get depends on the exchange rate between the two currencies. This risk is not considered in the indicator shown above.**

This product does not include any protection from future market performance, so you could lose some or all of your investment.

If Julius Baer is not able to pay you what is owed, you could lose your entire investment.

## PERFORMANCE SCENARIOS

What you will get from this product depends on future market performance. Market developments in the future are uncertain and cannot be accurately predicted. The scenarios shown are illustrations based on results from the past and on certain assumptions. Markets could develop very differently in the future.

## Recommended holding period: 08 December 2025

## Example Investment: CHF 10,000

## If you exit after 08 December 2025

Minimum	There is no minimum guaranteed return. You can lose some or all of your investment.	
<b>Stress</b>	<b>What you might get back after costs</b> Percentage return (not annualised)	<b>CHF 3,127.00</b> -68.73%
<b>Unfavourable</b>	<b>What you might get back after costs</b> Percentage return (not annualised)	<b>CHF 11,339.00</b> 13.39%
<b>Moderate</b>	<b>What you might get back after costs</b> Percentage return (not annualised)	<b>CHF 11,339.00</b> 13.39%
<b>Favourable</b>	<b>What you might get back after costs</b> Percentage return (not annualised)	<b>CHF 11,339.00</b> 13.39%

The figures shown include all the costs of the product itself, but may not include all the costs that you pay to your advisor or distributor. The figures do not take into account your personal tax situation, which may also affect how much you get back.

The stress scenario shows what you might get back in extreme market circumstances.

The above scenarios are possible outcomes which have been calculated on the basis of simulations. In case of an early redemption the simulation assumes that no reinvestment is made.

This product cannot be easily cashed in. If you exit the investment earlier than the recommended holding period you do not have a guarantee and you may have to pay extra costs.

## 3. WHAT HAPPENS IF JULIUS BAER IS UNABLE TO PAY OUT?

You are exposed to the risk that Julius Baer might be unable to meet its obligations in connection with the product for instance in the event of bankruptcy or an official directive for resolution action. This may materially adversely affect the value of the product and could lead to you losing some or all of your investment in the product. The product is not a deposit and as such is not covered by any deposit protection scheme.

## 4. WHAT ARE THE COSTS?

The person advising on or selling you this product may charge you other costs. If so, this person will provide you with information about these costs and how they affect your investment.

## COSTS OVER TIME

The tables show the amounts that are taken from your investment to cover different types of costs. These amounts depend on how much you invest and how long you hold the product. The amounts shown here are illustrations based on an example investment amount and different investment periods.

We have assumed:

- You would get back the amount that you invested (0 % annual return).
- CHF 10,000 is invested

## If you exit after 08 December 2025

Total costs	CHF 86
Cost impact (*)	0.9%

(\*) This illustrates how costs reduce your return over the holding period. For example it shows that if you exit at the recommended holding period your return is projected to be 14.29% before costs and 13.39% after costs.

We may share part of the costs with the person selling you the product to cover the services they provide to you. They will inform you of the amount.

These figures include the maximum distribution fee that the person selling you the product may charge (CHF 53). This person will inform you of the actual distribution fee.

#### COMPOSITION OF COSTS

		<b>If you exit after 08 December 2025</b>
<b>One-off costs upon entry or exit</b>		
Entry costs	The impact of the costs already included in the price	CHF 86
Exit costs	The impact of the costs of exiting your investment when it matures	CHF 0
<b>Ongoing costs</b>		
Management fees and other administrative or operating costs	There is no management fee for this product	-
Transaction costs		-

## 5. HOW LONG SHOULD I HOLD IT AND CAN I TAKE MONEY OUT EARLY?

### Recommended holding period: 08 December 2025 (maturity date)

The product aims to provide you with the return described under “1. What is this product?” above. However, this only applies if the product is held to maturity.

Disinvestment can only be done by selling the product either through the exchange (if the product is listed) or off-exchange, where an offer for such product exists. No fees or penalties will be charged by Julius Baer for any such transaction, however an execution fee might be chargeable by your broker if applicable. By selling the product before its maturity, you may receive back less than you would have received if you had kept the product until maturity.

In volatile or unusual market conditions, or in the event of technical disruptions, the sale of the product can be temporarily hindered or suspended and may not be possible at all.

## 6. HOW CAN I COMPLAIN?

Complaints about the conduct of the person advising on, or selling the product, may be submitted directly to that person or their supervisors. Complaints about the product or the conduct of the manufacturer of this product may be raised in writing to the following address: Bank Julius Baer & Co. Ltd., Hohlstrasse 604/606, P.O. Box, 8010 Zurich, Switzerland and by email to: [derivatives@juliusbaer.com](mailto:derivatives@juliusbaer.com) or via the following website: <https://derivatives.juliusbaer.com/en/home>.

## 7. OTHER RELEVANT INFORMATION

The information contained in this Key Information Document does not constitute a recommendation to enter into the product and is no substitute for individual consultation with your bank or advisor.

Any additional documentation in relation to the product, in particular, the issuance programme documentation, any supplements thereto and the product terms are available free of charge from Bank Julius Baer & Co. Ltd., Hohlstrasse 604/606, P.O. Box, 8010 Zurich, Switzerland (<https://derivatives.juliusbaer.com/en/home>).

The performance scenarios presented in this Key Information Document (KID) are based on a methodology, as set out in the EU Regulation 1286/2014 on Key Information Documents for Packaged Retail and Insurance-based Investment Products (PRIIPs) and its supplementing regulations. Compliance with the prescribed calculation methodology may result in unrealistic performance scenarios and values for a number of products.