Julius Bär

Key Information Document (KID)

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	**6.85% P.A. JB CALLABLE BARRIER REVERSE CONVERTIBLE (79%) ON SIEMENS**
Product identifiers	ISIN: CH0462542827; Valor: 46254282
PRIIP manufacturer	Bank Julius Baer & Co. Ltd., Guernsey Branch (https://derivatives.juliusbaer.com/en/home) Call +41 (0)58 888 8181 for more information
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	16 November 2019 02:16:43 CET

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

What is this product?

Denomination	EUR 1,000.00
Issue Currency	EUR
Issue Price	100.00% of Denomination
Maximum Yield	8.60%
Maximum Yield p.a.	6.85%
Initial Level	The level on the Initial Fixing Date
Strike Price	100.00% of the Initial Level
Barrier	79.00% of the Initial Level
Barrier Event	The price of the underlying is at or below its Barrier at any point during any trading day in the Barrier Observation Period.
Barrier Observation Period	11 April 2019 (inclusive) to 13 July 2020 (inclusive)
Optional Early Redemption Price	100% of the Denomination

Coupon Amount	6.8495575% p.a. of the Denomination Split into two components (for Swiss tax purposes): Interest Amount 0.00% p.a. of the Denomination; Premium Amount 6.85% p.a. of the Denomination.
Settlement Type	Physical settlement or cash settlement
Ratio	with respect to the underlying, the Denomination divided by its Strike Price
Initial Fixing Date	11 April 2019
Issue Date	18 April 2019
Final Fixing Date	13 July 2020
Final Redemption Date	20 July 2020
Final Level	the level at the scheduled closing time on the Final Fixing Date on the related Exchange
Day Count Convention	30/360

Underlying

Name	ISIN	Initial Level	Break-even	Strike Price	Ratio	Market	Currency	Reference source
Siemens AG	DE0007236101	EUR 102.44	EUR 93.6298	EUR 102.44	9.7618	EQUITY	EUR	Xetra

Type: Swiss law governed notes.

Objectives: Barrier Reverse Convertibles are primarily targeted at investors expecting the value of the underlying 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 either a cash payment or the delivery of the underlying 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 underlying. The product provides for a continuous observation of the Barrier.

Early redemption: Unless previously redeemed, repurchased or cancelled, the Manufacturer may redeem the Products early in whole, but not in part, on any Optional Early Redemption Date at the Optional Early Redemption Price, provided that the manufacturer has exercised such right on the relevant Call Option Exercise Date by notifying the holders.

Call Option Exercise Date	Optional Early Redemption Date
11 July 2019	18 July 2019
11 October 2019	18 October 2019
13 January 2020	20 January 2020
09 April 2020	20 April 2020

Interest: On the relevant Coupon Payment Dates you will receive the respective pro rata payment percentage amount of 6.85% 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 underlying. The relevant dates are shown in the table below.

Coupon Period	Start Date (inclusive)	End Date (exclusive)	Coupon Payment Date
1st	18 April 2019	18 July 2019	18 July 2019
2nd	18 July 2019	18 October 2019	18 October 2019
3rd	18 October 2019	18 January 2020	20 January 2020
4th	18 January 2020	18 April 2020	20 April 2020
5th	18 April 2020	20 July 2020	20 July 2020

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

(a) If no Barrier Event has occurred, a cash amount equal to 100% of the Denomination.

(b) If a Barrier Event has occurred, and
   (i) the Final Level is **at or above** its Strike, a cash amount equal to 100% of the Denomination; or
   (ii) the Final Level is **below** its Strike, the number of shares of the underlying specified in the Ratio. In addition, you will receive a cash amount in lieu for any fractional amount.

The product terms also provide that if certain extraordinary events occur, adjustments may be made to the product and the product manufacturer 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.

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;
- Seek income, expect the movement in the underlying to perform in a way that generates a favourable return and have an investment horizon of the recommended holding period specified below;

- Accept the risk that the manufacturer could fail to pay or perform its obligations under the product and are able to bear a total loss of their investment;
- Are willing to accept a level of risk to achieve potential returns that is consistent with the summary risk indicator shown below.

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

Risk indicator

1	2	3	**4**	5	6	7

Lower risk — Higher risk

The risk indicator assumes you keep the product until maturity. 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 the manufacturer is not able to pay you out.

The manufacturer has classified this product as 4 out of 7, which is a medium risk class. This rates the potential losses from future performance at a medium level, and poor market conditions are very unlikely to impact the manufacturer'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.

In the event of physical delivery of the underlying on termination of the product, you may incur a loss if the value of the underlying decreases between termination of the product and the date when it is credited to your securities account.

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

Performance scenarios

Market developments in the future cannot be accurately predicted. The scenarios shown are only an indication of some of the possible outcomes based on recent returns. Actual returns could be lower.

Investment: EUR 10,000		**13 July 2020 (Recommended holding period)**
Stress scenario	**What you might get back after costs** Percentage return (not annualised)	**EUR 5,904.52** -40.95%
Unfavorable scenario	**What you might get back after costs** Percentage return (not annualised)	**EUR 8,788.18** -12.12%
Moderate scenario [1)]	**What you might get back after costs** Percentage return (not annualised)	**EUR 10,171.20** 1.71%
Favorable scenario [2)]	**What you might get back after costs** Percentage return (not annualised)	**EUR 10,171.20** 1.71%

1) In this scenario simulation the Trigger Barrier has been hit on 18 July 2019, the product therefore terminates early and no reinvestment is made.
2) In this scenario simulation the Trigger Barrier has been hit on 18 July 2019, the product therefore terminates early and no reinvestment is made.

This table shows the money you could get back during the lifetime of this product under different scenarios, assuming that you invest EUR 10,000. The scenarios shown illustrate how your investment could perform.

The scenarios presented are an estimate of future performance based on evidence from the past on how the value of this investment varies, and are not an exact indicator. What you get will vary depending on how the market performs and how long you keep the product. The stress scenario shows what you might get back in extreme market circumstances, and it does not take into account the situation where the manufacturer may not be able to pay you.

This product cannot be easily cashed in. You will either be unable to cash in early or you will have to pay high costs or make a large loss if you do so.

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.

What happens if the manufacturer is unable to pay out?

You are exposed to the risk that the manufacturer 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.

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 amounts shown here are the cumulative costs of the product itself, for one holding period. They include potential early exit penalties. The figures assume you invest EUR 10,000. The figures are estimates and may change in the future.

Cost over time

Investment: EUR 10,000	**If you cash in at the end of the recommended holding period**
Total costs	EUR 102.47
Impact on return (RIY)	1.03%

The reduction in yield shown in the above table is not annualised, which means it may not be comparable to the reduction in yield values shown in other key information documents.

The costs shown in the table above represent how much the expected costs of the product would affect your return, assuming the product performs in line with the moderate performance scenario.

The person selling you or advising you about this product may charge you other costs. If so, this person will provide you with information about these costs, and show you the impact that all costs will have on your investment over time.

Composition of costs

The table below shows:
- The impact of the different types of costs on the investment return you might get at the end of the recommended holding period.
- The meaning of the different cost categories.

The table shows the impact on return.			
One-off costs	Entry costs	1.03%	The impact of the costs already included in the price.
	Exit costs	0.00%	The impact of the costs of exiting your investment when it matures.
Ongoing costs	Transaction costs	-	The impact of the costs already included in the price.
	Other ongoing costs	-	The impact of the costs already included in the price.

Incidental costs	Performance fee	-	The impact of the costs already included in the price.
	Carried interest	-	The impact of the costs already included in the price.

The costs shown in the table above represent the split of the reduction in yield shown in the costs over time table at the end of the recommended holding period. The split of the actual estimated costs of the product as a percentage of the investment is estimated to be as follows: entry costs: 1.00% and exit costs: 0.00%.

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

Recommended holding period: 13 July 2020 (maturity date)

The product aims to provide you with the return described under “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 the manufacturer 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.

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 or via the following website: https://derivatives.juliusbaer.com/en/home.

Other relevant information

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

The offering of this product has not been registered under the U.S. Securities Act of 1933. 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.

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.

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.