

Yield enhancement strategy "Social Media"

a 15 months opportunity - Leveraged 3x

Strategy Summary

1



Your benefits:

Conditional capital guarantee: 30 % (Barrier 70 % - Low Strike)

► Issue Price: 31%
► Redemption: 33%

Underlying companies: Snap, Twitter, Facebook

Reimbursement triggers: First observation after 6 months at 100 %, Q3 @ 85 %, Q4 @ 80%, and Q5 @75%

Coupon features: Memory

Coupon barrier: Coupon barrier fix at 70%. If each stock is at or above coupon barrier, coupon is paid; otherwise it

is pushed forward and paid at next observation, provided conditions are met.

▶ Payout at maturity: • If each stock is at or above the Barrier, the client is redeemed at 100%

► Valuation: Bid/Ask live Intraday

Investment Opportunity

2

A focused approach

Social media is swiftly becoming an essential for many of us. Creating, exchanging, and accessing data in an efficient manner is key; it is vital for many aspects of our life. Example, in investing information is vital – having all possible information on hand and being able to analyze and classify the latter, helps the improve the decision-making process for expert investors, private persons, and traders.

By definition, data is being generated by the social media participants in a random unstructured nature. While this is a beauty to start with it is at the same time a major difficulty to overcome. Managing and extracting content from numerous sources and database concepts and to distinct unreliable gossip from valuable information is the true challenge.

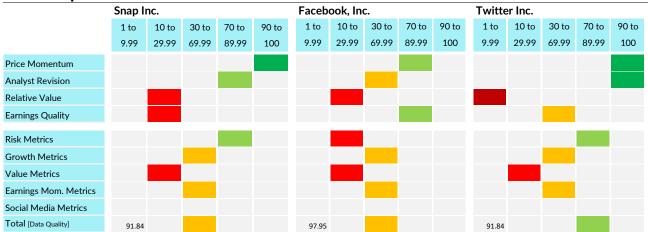
Companies proficient in the field will be able to translate their expertise to valuable revenue streams from consumers.

Company view:

- SNAP: Snap has about 215 million monthly users. This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world. A generation opportunity? Next generation stocks are pure-play opportunities in powerful secular growth trends. Presently, these trends occur in four sub-themes: a) Online Connectivity and Media, b) Digital Entertainment, c) IloT, d) Healthy Living & Well-being.
- FB: In 2019, digital advertising accounted for approximately 53% of global advertising, the same figure is expected to higher in 2020 (~61%). FB, with its large userbase of over 2 billion, is attracting much of that volume now and in the future. Facebook has been a critical advertising channel for SMBs, and we expect this to continue and we don't see any major change to this even with increased regulatory risks.
- TWTR has about 400 million monthly users. This social networking site enables you to post short text messages (tweets), containing a limited number of characters (up to 280), to convey your message to the world. With the growing craze for online shopping, Twitter also makes it possible to promote a business and even shop directly through tweets, which is generating revenues for the company.



Heatmaps 3



Snap Inc. is a camera company. The Company's flagship product, Snapchat, is a camera application that helps people to communicate through short videos and images known as a Snap. The Company provides Camera, Friends Page, Discover, Snap Map, Memories and Spectacles. Snapchat opens directly into the Camera. helping in creating a Snap and sending it to friends. It offers a range of creative tools that enables people to personalize and add content to their Snaps. Its chat services includes creating and watching stories, chatting with groups, making voice and video calls, and communicating through a range of stickers and Bitmojis.

Facebook, Inc. is focused on building products that enable people to connect and share through mobile devices, personal computers and other surfaces. The Company's products include Facebook, Instagram, Messenger, WhatsApp and Oculus.

Twitter, Inc. offers products and services for users, advertisers, developers and data partners. The Company's products and services include Twitter, Periscope, Promoted Tweets, Promoted Accounts and Promoted Trends. . Its Promoted Products enable its advertisers to promote their brands, products and services. amplify their visibility and reach, and extend the conversation around their advertising campaigns. Promoted Trends appear at the top of the list of trending topics for an entire day in a particular country or on a global basis. Its MoPub is a mobile-focused advertising exchange. Twitter Audience Platform is an advertising offering.

12-months price probability analysis

-10% -20% -30% -35% TP -10% -20% -30% -35% ΤP -10% -20% -30% -35% 65% 29% 25% 21% 17% 52% 13% 10% 7% 4% 96% 4% 3% 2% 2%

Guidance 5

Pay-out diagram (plus eventual coupons payment) based on issue price of 31 %

Worst-Performer	100%	90%	80%	70%	67%	60%	50%	40%	30%	20%	10%	0%
Redemption (% price*)	100%	100%	100%	100%	100%	90%	75%	60%	45%	30%	15%	0%

Characteristics

Name RCB "Social Media I"

Issuing Bank

ISIN Number

Duration: Maximum 15 months, early redemption mechanism applies

Management Fee 1 % on the invested capital

Type of investment Yield enhancement

Issue size: USD 100K, min denomination USD 1K

Risk scale

Risk

- Capital is not protected below barrier or if the issuer or guarantor fails
- Gain is limited to the coupon payment
- The investor will not receive dividend payments from the underlying
- *- redemption is a function of leverage, gearing, and WOF Increased downside risk

Product Launch

- Launch subject to investment conditions fixed by the issuer and amount raised.

Disclaimer

Past performance is no guarantee of future returns

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