

Yield enhancement strategy "Social Media"

a 15 month opportunity

Strategy Summary

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Level of Risk	Time Horizon	Upside Opportunity	Asset Type	Coupons	Currency

Your benefits:

- ▶ **Conditional capital guarantee:** 50 % (Barrier 50 % - gear put)
- ▶ **Issue Price:** 100%
- ▶ **Redemption:** 100%
- ▶ **Maturity:** 15 months
- ▶ **Capital gain feature:** -
- ▶ **Underlying companies:** Snap Inc., Facebook Inc, Zoom Inc., Video Com., Inc
- ▶ **Reimbursement triggers:** Monthly, first observation after 6 months; Q3: 85 %, Q4: 80%, 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%
 - Else the client gets: 100 % - WOF Perf x Gearing
- ▶ **Valuation:** Bid/Ask live Intraday

Investment Opportunity

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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 to improve the decision-making process for expert investors, private persons, and traders.

By definition, data is being generated by 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 distinguishing 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) IIoT, 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.
- ▶ **ZM:** Stock bulls argue that video calling is here to stay and will play a much larger role in businesses, schools and everyday lives. Trouble is, Zoom rivals (Cisco Webex Meetings, GoToMeeting, Google Hangouts Meet, Join.me, TeamViewer, Adobe Connect, AnyDesk, to name a few) also think it's a big market opportunity, and they may undercut prices or offer better terms to lure consumers.

Heatmaps

	Snap Inc.					Facebook, Inc.					Zoom Video Com., Inc				
	1 to 9.99	10 to 29.99	30 to 69.99	70 to 89.99	90 to 100	1 to 9.99	10 to 29.99	30 to 69.99	70 to 89.99	90 to 100	1 to 9.99	10 to 29.99	30 to 69.99	70 to 89.99	90 to 100
Price Momentum					Green				Green						Green
Analyst Revision				Green				Yellow							Green
Relative Value		Red					Red					Red			
Earnings Quality		Red							Green						Green
Risk Metrics				Green			Red							Green	
Growth Metrics			Yellow					Yellow					Yellow		
Value Metrics		Red					Red					Red			
Earnings Mom. Metrics			Yellow					Yellow					Yellow		
Social Media Metrics															
Total [Data Quality]	91.84		Yellow			97.95		Yellow			91.84		Yellow		

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.

Zoom Video Communications, Inc. is a provider of video-first communication platform and web conferencing services. It offers cloud-native platform, which unifies cloud video conferencing, online meetings, group messaging and a software-based conference room system, which enables users to easily experience Zoom meetings in their physical meeting spaces. Its security solutions include secure socket layer (SSL) encryption and role-based access control. It offers its solutions to education, finance and government sectors.

12 month price probability analysis

TP	-10%	-20%	-30%	-35%	TP	-10%	-20%	-30%	-35%	TP	-10%	-20%	-30%	-35%
65%	29%	25%	21%	17%	52%	13%	10%	7%	4%	65%	32%	27%	23%	19%

Guidance

Pay-out diagram (plus eventual coupons payment) based on issue price of 100 %

Worst-Performer	100%	90%	80%	70%	67%	60%	50%	40%	30%	20%	10%	0%
Redemption	100%	100%	100%	100%	100%	100%	100%	80%	60%	40%	20%	0%

Characteristics

Name	RCB "Social Media II"
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

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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