

## 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 to compare it with other products.

## Product

**Call Sprinter Open End on The Swatch Group AG**

ISIN: CH0331678786 / Swiss Securities Code (Valor): 33167878 / Symbol: OUHABV

**Product Manufacturer:** Bank Vontobel AG, Zurich, Switzerland, website: <https://derinet.vontobel.com>  
Call 00800 93 00 93 00 for more information

**Issuer:** Bank Vontobel AG, Zurich, Switzerland

**Competent Authority:** -

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

## What is the product?

**Type** Debt instrument in bearer form, evidenced in the form of uncertificated book-entry securities, governed by Swiss law.

**Objectives** The objective of this product is to provide you with disproportionate (leveraged) participation in any price movement of the Underlying. This has the effect, inter alia, that you are exposed to a very high risk of a total loss of your investment. The product is a complex financial instrument linked to one Underlying (The Swatch Group AG).

The product expires during its term if a barrier event occurs. A barrier event occurs if the price of the Underlying is at or below the Current Barrier at any time during the Observation Period. In this case the product expires worthless immediately.

The Current Strike and the Current Barrier are adjusted daily to reflect financing cost incurred by the Issuer. Such adjustment is determined based on a specific market interest plus an Issuer margin (Financing Spread).

In addition to the adjustments described above, the Current Strike and the Current Barrier will be adjusted in case of a dividend distribution by the Underlying's issuer. This may reduce the value of the product.

You may exercise the product on any bank business day from the First Exercise Date. The Issuer has the right to terminate the product on any bank business day without any notice period. After exercise or termination and – subject to the prior occurrence of a barrier event –, you will receive a redemption amount on the Redemption Date which equals the amount by which the Reference Price of the Underlying exceeds the Current Strike on the Exercise or Termination Date, multiplied by the Ratio.

Product			
Product Currency	CHF	Payment Date	3 October 2016
Observation Period	From 26 September 2016, continuous monitoring	Option Type	Call
Purchase Price	CHF 0.41	Type of Settlement	Cash
Initial Fixing Date	26 September 2016	Redemption Date	5 bank business days after barrier event, Exercise Date or Termination Date
Issue Date	26 September 2016	Financing Spread	3.50% (max. 5.00%)
First Exercise Date	28 September 2016		

Underlying			
The Swatch Group AG			
Type	Bearer Share	Initial Reference Price	CHF 279.80
ISIN	CH0012255151	Ratio	0.01
Currency	CHF	Current Strike	CHF 272.53
Reference Exchange	SIX Swiss Exchange	Current Barrier	CHF 272.53
Reference Price	Closing price on the Reference Exchange		

The Issuer is entitled to terminate the product with immediate effect, if an extraordinary event occurs. Examples of extraordinary events include the delisting or cessation of an Underlying, changes in legislation, tax events. In this case, the termination amount may be significantly less than the amount you invested. A total loss of the investment is possible. You also bear the risk that the product will be terminated at a time unfavourable to you, and you may only be able to reinvest the termination amount on less favourable terms.

**Intended retail investor** The product is intended for retail investors who seek to disproportionately participate in price changes and / or to hedge another investment and have a very short-term investment horizon. The product is designed for investors with advanced knowledge and / or experience with financial products. The investors are able to bear a total loss of their investment and do not attach any importance to capital protection.

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

Risk Indicator



The risk indicator assumes you keep the product for 1 calendar day (sample period). The actual risk can vary significantly if you cash in at an early stage and you may get back less.

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 Issuer is not able to pay you.

We have classified this product as 7 out of 7, which is the highest risk class. This rates the potential losses from future performance at a very high level, and poor market conditions are very unlikely to impact the capacity of the Issuer to pay you. **Be aware of currency risk** if your reference currency differs

from the Product Currency. **You will receive payments in a different currency, so the final return you will get depend 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 the Issuer is not able to pay you what is owed, you could lose your entire investment.

## Performance Scenarios

Investment CHF 10'000		Sample period
Scenarios		1 calendar day
<b>Stress scenario</b>	<b>What you might get back after costs</b> Percentage return (not annualized)	<b>CHF 2'476.71</b> -75.23%
<b>Unfavourable Scenario</b>	<b>What you might get back after costs</b> Percentage return (not annualized)	<b>CHF 7'577.82</b> -24.22%
<b>Moderate scenario</b>	<b>What you might get back after costs</b> Percentage return (not annualized)	<b>CHF 8'636.87</b> -13.63%
<b>Favourable scenario</b>	<b>What you might get back after costs</b> Percentage return (not annualized)	<b>CHF 9'697.37</b> -3.03%

This table shows the money you could get back at the end of the sample period, under different scenarios, assuming that you invest CHF 10'000. The scenarios shown illustrate how your investment could perform. The figures are not calculated per year, but for the sample period. Figures in this section and "What are the costs?" are not comparable with figures on products with a recommended holding period that deviates from the sample period. 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 Issuer is not able to pay you. 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 Bank Vontobel AG is unable to pay out?

You are exposed to the risk that the Issuer might be unable to fulfil its obligations in respect of the product – e.g. in the event of insolvency (inability to pay / over-indebtedness) or an administrative order of resolution measures. In case of a crisis of the Issuer such an order can also be issued by a resolution authority in the run-up of an insolvency proceeding. Thereby the resolution authority has extensive intervention powers. Among other things, it can reduce rights of the investors to zero, terminate the product or convert it into shares of the Issuer and suspend rights of the investors.

**A total loss of your capital invested is possible.** The product is a debt instrument and as such is not covered by any deposit protection scheme.

## What are the costs?

### Costs over time

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. The figures assume you invest CHF 10'000.00. The figures are estimates and may change in the future.

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.

Investment CHF 10'000.00	If you cash in at the end of the sample period (1 calendar day)
<b>Total costs</b>	<b>CHF 691.73</b>
Impact on return (RIY)	6.433%

### 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.

This table shows the impact on return			
One-off costs	Entry costs	6.369%	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	Portfolio transaction costs	-	Not applicable
	Other ongoing costs	0.043%	The impact of the costs that we take each sample period for managing your investments.

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

### Recommended Holding Period: 1 calendar day (Sample period)

It is not possible to individually recommend a holding period. Due to the leverage the product reacts to smallest price movements of the Underlying leading to losses or profits within unpredictable time periods. Any individual recommendation regarding the holding period would be misleading information for a speculative investor. For investors purchasing the product for hedging purposes the holding period depends on the hedging horizon of the individual investor.

You may exercise the product on any bank business day from the First Exercise Date by instructing your depository bank to (1) transmit an Exercise Notice to Bank Vontobel AG, Zurich (Exercise Agent) in accordance with the notice period, and to (2) transfer the exercised products to the Exercise Agent. Upon effective exercise you will receive a Redemption Amount as described in more detail under "What is this product?" above. In addition, you may cash in the product earlier by selling the product through the exchange where the product is listed or outside of such exchange. If you should sell the product instead of exercising it, the amount you will receive could be lower than the amount you would have otherwise received.

Exchange Listing	SIX Swiss Exchange	Price Quotation	Unit quotation
Smallest Tradable Unit	1 Product		

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A sale of the product may in particular not be possible under exceptional market circumstances or in case of technical disruptions.

## **How can I complain?**

Any complaint regarding the person advising on, or selling, the product can be submitted directly to that person via the relevant website. Any complaint regarding the product, this document or the conduct of the Manufacturer and/or the Issuer of this product can be submitted in text form (e.g. by letter or e-mail) to Bank Vontobel AG, Financial Products, Bleicherweg 21, 8022 Zurich, Switzerland, email: [zertifikate.ch@vontobel.com](mailto:zertifikate.ch@vontobel.com), website: <https://derinet.vontobel.com>.

## **Other relevant information**

The Issuance Program, any addenda thereto and the Listing Prospectus are, in accordance with legal requirements, available free of charge on the website <https://derinet.vontobel.com>. In order to obtain more detailed information - and in particular details of the structure of and risks associated with an investment in the product - you should read these documents.