

# Big data

## Valuable knowledge buried in floods of data

### Open End PERLES on the Solactive Big Data NTR Index

#### Valuable knowledge buried in floods of data

"Big data" could change our modern, increasingly networked world forever. Big data is all about analyzing huge amounts of data to capture any valuable and usable information. For example, a company correctly deploying big data technology could better adapt to target groups than without these technologies. There are also other potential applications outside the business world. Example uses could include improving public transport flows at peak times, more accurately predicting voting behavior and detecting credit card fraud more easily than before. Companies that have committed to big data tend to offer analytics programs that use sophisticated algorithms to search for viable patterns within massive volumes of data and discover new correlations and insights. Customers of big data companies can gain a new perspective on success-critical facts to help them optimize business processes and even develop new business models.

#### The potential in big data services

Due to the ever-increasing number of new apps, data quantities around the world are increasing exponentially. According to details from the British market researcher IDC, the digital universe had already reached a size of six zet-tabytes in 2104 (around six trillion gigabytes). By 2020, this is expected to grow to an unbelievable volume of 44 zettabytes. Due to this flood of data, data analysis business is also experiencing a boom, which in turn is leading to increased spending in areas like infrastructures, networks, software and IT security.)

#### Big data – products and services

Big data companies primarily offer software solutions for analyzing and visualizing large volumes of data in companies, public bodies, the sciences and other areas. They often help potential customers set up the requisite IT infrastructure to enable the efficient storage, administration and utilization of data generated within an enterprise. Many big data companies offer everything from a single source: from advisory services to software and also hardware. Companies that choose modern data analyses are generally very impressed with the results. According to



#### SSPA product type

Tracker certificates (1300)

Currency	Valor	SIX Symbol
CHF	35010190	DATA CU
EUR	23300600	DATA EU
USD	23526045	DATA US

[ubs.com/bigdata](https://ubs.com/bigdata)

a survey by the consulting agency Accenture, which included more than 1,000 participants from 19 countries, nine out of ten managers, which equates to 92 percent, are very satisfied with the results achieved. 89 percent of those surveyed are of the opinion that Big Data is very or extremely important for the digital transition within their businesses. (Source: Accenture Study "Big Success with Big Data" 12/2014)

#### Transparent index process

Based on the specifications of the index provider Solactive AG, the Solactive Big Data Net Total Return Indices target the pioneers in the big data industry. Only companies that meet several quality standards are included on the shortlist. Every index member needs to demonstrate that a significant share of its business is focused on the big data sector, or that the company is currently developing its own big data division with the potential to bring in a major share of overall revenue. The concept of the indices also takes account of the dynamic environment of this highly innovative business segment, as at present no-one knows what direction the developments of big data will take and which companies will ultimately dominate. The respective

index concept therefore provides for a "fast entry" rule alongside the twice-yearly index adjustments, which take place in March and September: This ensures that stock companies can be incorporated in the index at any time, e.g. immediately after an initial public offering, provided they meet the quality standards.

This also means that the equities of each company have to be listed with an exchange that grants trading access to foreign investors without restrictions. Furthermore, to be included in the index, market capitalization must amount to at least 50 million US dollars and the average daily trading volume for the past three months must amount to at least 250,000 US dollars for reasons of liquidity. When the index is adjusted, all index members are weighted equally.

### The product solution

The UBS Open End PERLES on the Solactive 3D Printing Net Total Return Indices track the performance of the underlying index, which reinvests any net dividends from index members after deducting the management fee of 1 percent without limited maturity.

### Opportunities

- Equity-linked participation in the growth potentials of the big data industry.
- Transparent and targeted index structure that can also add new index members at any time ("Fast Entry" rule) in order to react quickly to the development dynamics in the big data sector.
- The selection of index members from the big data sector, to which special growth potential can be assigned is carried out by the index provider Solactive AG.
- Diversification within the big data sector through several equities with a regular index review twice a year.
- Tradable every trading day under normal trading conditions.
- No fixed term restriction.

### Risks

- No capital protection: investors run the risk of losing their investment if the price of the underlying index worsens.
- The big data sector is a relatively young economic sector and it is not yet certain whether it will fulfil its expectations and which companies will actually succeed.
- Investors bear the issuer risk and could lose their investment if the issuer files for bankruptcy.
- The issuer intends to ensure liquidity in normal market phases on trading days. However, investors should realize

that they may not be able to buy /sell the product at any point in time.

- As the stocks included in the index may be listed in different currencies and the product does not have any currency hedges, the investor may also be exposed to an exchange rate risk, which may adversely affect the value of the product.
- The issuer has the right to terminate the product if certain conditions are met.

#### Open End PERLES in CHF

Underlying	Solactive Big Data Net Total Return Index (CHF)
Conversion ratio	1:1
Management fee	0.75% p.a.
Issue date	28 December 2016
Issue price	CHF 75.80
ISIN	CH0350101900
SIX Symbol	DATAUC

#### Open End PERLES in EUR

Underlying	Solactive Big Data Net Total Return Index (EUR)
Conversion ratio	1:1
Management fee	0.75% p.a.
Issue date	16 January 2014
Issue price	EUR 116.70
ISIN	CH0233006003
SIX Symbol	DATAEU

#### Open End PERLES in USD

Underlying	Solactive Big Data Net Total Return Index (USD)
Conversion ratio	1:1
Management fee	0.75% p.a.
Issue date	23 January 2014
Issue price	USD 120.47
ISIN	CH0235260459
SIX Symbol	DATAUS

#### Investor profile

Solutions for investors with experience in stock market topics and structured products and with a medium to increased risk tolerance who would like to participate in the performance of the equities included in the index at little capital and administrative expense.

For other products and information on opportunities and risks visit: [ubs.com/keyinvest](https://ubs.com/keyinvest)

## Disclaimer

This material has been prepared by UBS AG or one of its affiliates ("UBS"). This material is for distribution only as permitted by law. It is not prepared for the needs of any specific recipient. It is published solely for information and is not a solicitation or offer to buy or sell any securities or related financial instruments ("Instruments"). UBS makes no representation or warranty, either express or implied, on the completeness or reliability of the information contained in this document ("Information") except that concerning UBS AG and its affiliates. The Information should not be regarded by recipients as a substitute for using their own judgment. Any opinions expressed in this material may change without notice and may be contrary to opinions expressed by other business areas of UBS as a result of using different assumptions or criteria. UBS is under no obligation to update the Information. UBS, its officers, employees or clients may have or have had an interest in the Instruments and may at any time transact in them. UBS may have or have had a relationship with entities referred to in the Information. Neither UBS nor any of its affiliates, or their officers or employees, accepts any liability for any loss arising from use of the Information.

This presentation is not a basis for entering into a transaction. Any transaction between you and UBS will be subject to the detailed provisions of the term sheet, confirmation or electronic matching systems relating to that transaction. Clients wishing to effect transactions should contact their local sales representative.

This information is communicated by UBS AG and/or its affiliates ("UBS"). \* (see below) UBS may from time to time, as principal or agent, have positions in, or may buy or sell, or make a market in any securities, currencies, financial instruments or other assets underlying the product to which this [term sheet / document] relates (the "Structured Product"). UBS may provide investment banking and other services to and/or have officers who serve as directors of the companies referred to in this [term sheet / document]. UBS's trading and/or hedging activities related to the Structured Product may have an impact on the price of the underlying asset and may affect the likelihood that any relevant barrier or relevant trigger event is crossed or triggered. UBS has policies and procedures designed to minimise the risk that officers and employees are influenced by any conflicting interest or duty and that confidential information is improperly disclosed or made available. UBS may pay or receive brokerage or retrocession fees in connection with the Structured Product described herein. In respect of any Structured Product that is a security, UBS may, in certain circumstances, sell the Structured Product to dealers and other financial institutions at a discount to the issue price or rebate to them for their own account some proportion of the issue price. Further information is available on request. Structured Products are complex and may involve a high risk of loss. Prior to purchasing the Structured Product you should consult with your own legal, regulatory, tax, financial and accounting advisors to the extent you consider it necessary, and make your own investment, hedging and trading decisions (including decisions regarding the suitability of the Structured Product) based upon your own judgement and advice from those advisers you consider necessary. Save as otherwise expressly agreed in writing, UBS is not acting as your financial adviser or fiduciary in relation to the Product. UBS generally hedges its exposure to Structured Products, although it may elect not to hedge or to partially hedge any Structured Product. UBS's hedging activity may be conducted through transactions in the underlying asset, index or instrument or in options, futures or other derivatives related to the underlying asset, index or instrument on publicly traded markets or otherwise, and may have an impact on the price of the underlying asset. If a transaction is cash settled, UBS will generally unwind or offset any hedge it has for such Structured Product in close proximity to the relevant valuation time or period. In some cases, this activity may affect the value of the Structured Product. Unless stated otherwise in this document, (i) this document is for information purposes only and should not be construed as an offer, personal recommendation or solicitation to purchase the Structured Product and should not be treated as giving investment advice, and (ii) the terms of any investment in the Structured Product will be exclusively subject to the detailed provisions, including risk considerations, contained in the more detailed legal documentation that relates to the Structured Product (being the confirmation, information memorandum, prospectus or other issuer documentation as relevant). UBS makes no representation or warranty relating to any information herein which is derived from independent sources. This document shall not be copied or reproduced without UBS's prior written permission. In respect of any Structured Product that is a security, no action has been or will be taken in any jurisdiction that would permit a public offering of the Product, save where explicitly stated in the issuer documentation. The Structured Product must be sold in accordance with all applicable selling restrictions in the jurisdictions in which it is sold.

© UBS 2018. All rights reserved. UBS prohibits the forwarding of this information without the approval of UBS.

**UBS AG**

Public Distribution Switzerland  
P.O. Box, 8098 Zurich  
keyinvest@ubs.com

[ubs.com/keyinvest](https://ubs.com/keyinvest)

**Hotline +41-44-239 76 76\***

Institutional clients +41-44-239 14 66\*  
Intermediaries +41-44-239 77 60\*  
Wealth Management clients +41-44-239 68 00\*

\*Please note that calls to numbers marked with \* may be recorded. When you call these numbers, we assume that you consent to this business practice.

