

Big Data

Valuable knowledge buried in floods of data.



UBS Open End PERLES on Solactive Big Data Total Return Indices

I. 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.

II. The potential in big data services

According to British organization IDC, there is considerable potential in the big data sector given that the global volume of compiled data could increase exponentially. According to these experts, the worldwide volume of data in the digital universe is expected to grow from 130 Exabytes to 40,000 Exabytes between 2005 and 2020. That is equivalent to 5,200 Gigabytes per capita and growth by a factor of 300. If the future pans out as per these predictions, then from this point on, the flood of data will double on average every two years. This immense amount of data needs to be usefully categorized, structured, analyzed and then seamlessly integrated into processes. (Source: IDC study "The digital universe in 2020" 12/2012).

SSPA product type

Tracker certificates (1300)

Currency: Valor / SIX Symbol

EUR: 23300600 / DATAEU

USD: 23526045 / DATAUS

www.ubs.com/bigdata

Solactive Big Data TR Index



As of: April 24, 2015, Source: Bloomberg
Past performance is not indicative of future performance.

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.

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III. 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. As a result, big data firms often present themselves as more than just a software provider, adding hardware provider and IT consultancy to their profile. (Source: McKinsey Global Institute study "Big data: The next frontier for innovation, competition, and productivity" 06/2011)

IV. The product solution

The UBS Open End PERLES on the Solactive Big Data Total Return Indices track the performance of the underlying index, which reinvests any net dividends from index members after deducting the management fee of 0.75 percent without limited maturity.

	EUR-Tranche	USD-Tranche
Issuer	UBS AG, London Branch	UBS AG, London Branch
SSPA product type	Tracker certificates (1300)	Tracker certificates (1300)
Conversion ratio	1:1	1:1
Management fee	0.75% p.a.	0.75% p.a.
Expiry	Open End	Open End
Underlying (Currency)	Solactive Big Data Total Return Index (EUR)	Solactive Big Data Total Return Index (USD)
Issue price	EUR 116.70	USD 120.47
Listing date	23 January 2014	30 January 2014
ISIN / SIX Symbol	CH0233006003 / DATAEU	CH0235260459 / DATAUS

V. Transparent index process

Based on the specifications of the index provider Solactive AG, the Solactive Big Data 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.

VI. Members of the Solactive Big Data Total Return Indices

Company	Country	Market capitalization (in USD)	Weighting
Qlik Technologies Inc	United States	3.21 bn	17.34%
Informatica Corp	United States	5.26 bn	17.20%
Splunk Inc	United States	8.42 bn	16.96%
Tableau Software Inc	United States	7.28 bn	16.91%
Teradata Corp	United States	6.37 bn	16.35%
Rubicon Project Inc/The	United States	0.65 bn	15.24%

As of: April 24, 2015, Source: Solactive (the current index composition and weighting is published daily on www.solactive.com)

VII. 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.

VIII. 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. See the termsheet for details.

IX. Contact

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