



Call Warrant Linked to Baidu (ADR) (Crossed into EUR)

Issued by UBS AG, London Branch

Cash settled
EUSIPA Product Type: Warrant (2100)
WKN: UX70PS / ISIN: CH0445429647



Final Termsheet

Information on Underlying

Underlying(s)	Reference Level	Strike	Conversion Ratio
Baidu Inc. (ADR) Bloomberg: BIDU UW / Reuters: BIDU.OQ WKN:A0F5DE / ISIN: US0567521085	USD 190.06	USD 210.00	10:1

Product Details

Security Numbers	WKN: UX70PS / ISIN: CH0445429647 / Valor: 44542964
Issue Size	up to 10,000,000 Units (with reopening clause)
Issue Price	EUR 3.11 (Based on FX rate USD / EUR 0.8839)
Redemption Currency	EUR
Selling Commission	0.00%
Offering Premium	0.0%
Option Style	American
Exercise at Expiry	Automatically

Dates

Launch Date	02 November 2018
Fixing Date	01 November 2018
Initial Payment Date (Issue Date)	06 November 2018
First Listing Date	02 November 2018
Last Listing Date / Time	17 December 2020 / 10:00 CET
Expiration Date ("Expiry")	18 December 2020 (subject to Market Disruption Event provisions)
Redemption Date / Maturity Date	29 December 2020 (subject to Market Disruption Event provisions)

Redemption

The Investor is entitled to receive from the Issuer 5 business days after the Valuation Date a Settlement Amount in the Redemption Currency according to the following Option Right:

Option Right	Cash settlement in the Redemption Currency insofar as the Settlement Price of the Underlying exceeds the Strike. The Settlement Amount is, subject to the payment of the Minimum Settlement Amount, the difference by which the Settlement Price exceeds the Strike, considering the Conversion Ratio, converted into the Redemption Currency, if applicable. Minimum Settlement Amount in the Redemption Currency: 0.001
Settlement Price	Official closing price of the Underlying on the Valuation Date as determined on the Relevant Exchange.
Valuation Date	Valuation Date is the Exercise Date or the Expiration Date, as the case may be.

General Information

Issuer UBS AG, London Branch

Contact:	UBS Europe SE Investment Products Bockenheimer Landstraße 2-4 60306 Frankfurt am Main Germany	Phone: +49 (0) 69 1369 - 8989* Fax: +49 (0) 69 72 22 73 email: invest@ubs.com	Internet: www.ubs.com/keyinvest Reuters: UBSDEEW02 Bloomberg: UWNT
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Please note that calls made to the numbers marked with an asterisk (*) may be recorded. Should you call one of these numbers, we shall assume that you consent to this business practice.

Issuer Rating	Aa3 Moody's / A+ S&P's / AA- Fitch
Lead Manager	UBS Limited London
Calculation Agent	UBS AG, London Branch
Paying Agent	UBS AG, London Branch
Status	Unsecured / Unsubordinated
Relevant Exchange	Baidu (ADR): Nasdaq Stock Markets
Listing	Boerse Frankfurt Zertifikate Premium, Stuttgart (Third Section): EUWAX
Trading Hours	08:00 CET - 22:00 CET
Euwax / Boerse Frankfurt Zertifikate Premium	Max. Spread (homogenised): 100% / Min. Size: 1000 Equity Warrant(s)
Public Offering until	28 June 2019
Secondary Market	Daily price indications will be available on Reuters/Bloomberg and www.ubs.com/keyinvest .
Minimum Trading Lot	1 Equity Warrant(s)
Minimum Exercise	1 Equity Warrant(s); Equity Warrants may only be exercised in integral multiples of 1.
Clearing	Euroclear, Clearstream Banking AG, Clearstream Banking S.A. (Global Note at Clearstream Banking AG)
Custody	Clearstream Banking AG eligible (up-to Global Note filed with Clearstream AG, Frankfurt am Main)
Form of Deed	Global Note
Governing Law / Jurisdiction	German / Frankfurt
Adjustments	The terms of the Product may be subject to adjustments during its lifetime. Detailed information on such adjustments is to be found in the Product Documentation.
Public Offering	Germany, Luxembourg and Austria

Product Documentation

The complete information regarding the securities, in particular to the terms and conditions as well as information to the Issuer shall be obtained in the respective Final Terms. The respective Final Terms and the associated UBS Base Prospectus along with the Risk Factors (including any supplements thereto) can be ordered free of charge from UBS Europe SE at Bockenheimer Landstrasse 2-4, 60306 Frankfurt am Main, via +49-(0) 69-1369 8989, fax (+49-(0) 69- 72 22 73) or via e-mail (invest@ubs.com). In addition, the respective documents are available on the internet at <http://www.ubs.com/keyinvest>.

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No action has been or will be taken in any jurisdiction that would permit a public offering of the securities described herein, save where explicitly stated in the Prospectus. The securities must be sold in accordance with all applicable selling restrictions in the jurisdictions in which they are sold.

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Bloomberg: UWN7

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The restrictions listed below must not be taken as definitive guidance as to whether this Product can be sold in a jurisdiction. Additional restrictions on offering, selling or holding of this Product may apply in other jurisdictions. Investors in this Product should seek specific advice before on-selling this Product.

Europe - Any public offer of this Product within an EEA jurisdiction (EU member states plus Norway, Iceland and Liechtenstein) shall only be possible if compliant with the requirements of the EUPD and with the law of that jurisdiction.

If the prospectus has not been approved, where necessary passported, and published in accordance with the requirements of the EU-Prospectus Directive, this Product may not be offered or sold in the relevant EEA jurisdictions other than 1) in denominations, or total consideration per investor, of at least EUR 100,000 (or equivalent in other currencies); 2) to any legal entity which is a qualified investors as defined in the EU-Prospectus Directive; 3) to fewer than 150 natural or legal persons (other than qualified investors as defined in the EU-Prospectus Directive) per EEA jurisdiction, or 4) in any other circumstances falling within Article 3 (2) of the Prospectus Directive.

For information on public offering in EEA jurisdictions please see under section "General Information" above.

Hong Kong - Each purchaser has represented and agreed that it has not issued or had in its possession for the purposes of issue, and will not issue or have in its possession for the purposes of issue, whether in Hong Kong or elsewhere, any advertisement, invitation or document relating to the Products, which is directed at, or the contents of which are likely to be accessed or read by, the public of Hong Kong (except if permitted to do so under the securities laws of Hong Kong) other than with respect to Products which are or are intended to be disposed of only to persons outside Hong Kong or only to "professional investors" as defined in the Securities and Futures Ordinance (Cap. 571) of Hong Kong and any rules made under that Ordinance.

This is a structured product which involves derivatives. Do not invest in it unless you fully understand and are willing to assume the risks associated with it. If you are in any doubt about the risks involved in the product, you may clarify with the intermediary or seek independent professional advice.

Singapore - This document has not been registered as a prospectus with the Monetary Authority of Singapore. Accordingly, this document and any other document or material in connection with the offer or sale, or invitation for subscription or purchase, of this Product may not be circulated or distributed, nor may this Product be offered or sold, or be made the subject of an invitation for subscription or purchase, whether directly or indirectly, to persons in Singapore other than (i) to an institutional investor under Section 274 of the Securities and Futures Act (Chapter 289) of Singapore (the "SFA"), (ii) to a relevant person pursuant to Section 275(1), or any person pursuant to Section 275(1A), and in accordance with the conditions specified in Section 275, of the SFA, or (iii) otherwise pursuant to, and in accordance with the conditions of, any other applicable provision of the SFA.

Where this Product is subscribed or purchased under Section 275 of the SFA by a relevant person which is:

(a) a corporation (which is not an accredited investor (as defined in Section 4A of the SFA)) the sole business of which is to hold investments and the entire share capital of which is owned by one or more individuals, each of whom is an accredited investor; or

(b) a trust (where the trustee is not an accredited investor) whose sole purpose is to hold investments and each beneficiary of the trust is an individual who is an accredited investor;

securities (as defined in Section 239(1) of the SFA) of that corporation or the beneficiaries' rights and interest (howsoever described) in that trust shall not be transferred within six months after that corporation or that trust has acquired the securities pursuant of an offer made under Section 275 of the SFA except:

(1) to an institutional investor or to a relevant person defined in Section 275(2) of the SFA, or to any person arising from an offer referred to in Section 275(1A) or Section 276 (4)(i)(B) of the SFA;

(2) where no consideration is or will be given for the transfer;

(3) where the transfer is by operation of law; or

(4) as specified in Section 276 (7) of the SFA; or

(5) as specified in Regulation 32 of the Securities and Futures (Offers of Investments) (Shares and Debentures) Regulations 2005 of Singapore.

UK - For the purpose of non-discretionary accounts, this Product should not be sold with a consideration of less than EUR 100,000 or equivalent.

USA - This Product may not be sold or offered within the United States or to U.S. persons.

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