

Report Prepared On: 04/23/14

Structured Product Details

Name	Trigger Phoenix Autocallable Optimization Securities linked to U.S. Steel Corp.
Issue Size	\$200,000
Issue Price	\$10
Term	12 Months
Annualized Coupon	15.71%
Pricing Date	January 22, 2014
Issue Date	January 27, 2014
Valuation Date	January 22, 2015
Maturity Date	January 29, 2015
Issuer	UBS
CDS Rate	64.17 bps
Swap Rate	0.57%
Reference Asset	U.S. Steel Corp.'s stock
Initial Level	\$26.54
Dividend Rate	0.75%
Implied Volatility	41.76%

Fair Price at Issue \$9.56

CUSIP 90270S235
SEC Link www.sec.gov/Archives/edgar/data/1114446/000111444614000377/stp1425549_f1wp.htm

Related Research

Research Papers:

www.slcg.com/research.php

- "Are Structured Products Suitable for Retail Investors?" December 2006.
- "Structured Products in the Aftermath of Lehman Brothers," November 2009.
- "What TiVo and JP Morgan Teach Us about Reverse Convertibles," June 2010.

Mike Yan, Ph.D., FRM
 Senior Financial Economist, SLCG
 (+1) 703.539.6780
MikeYan@slcg.com

**Trigger Phoenix Autocallable
 Optimization Securities linked to U.S.
 Steel Corp.**

Description

UBS issued \$200,000 of Trigger Phoenix Autocallable Optimization Securities linked to U.S. Steel Corp. on January 27, 2014 at \$10 per note.

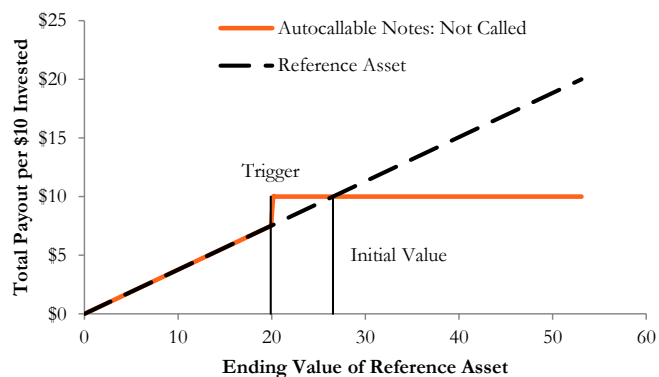
These 12-month notes are UBS-branded reverse convertible notes. On the quarterly coupon observation date, if the notes are not called back, they pay either quarterly coupon at an annualized rate of 15.71% if U.S. Steel Corp.'s stock price closes above the coupon barrier \$19.90, or no coupon if the stock price closes below the barrier. The first coupon observation date is April 22, 2014. This autocallable notes will be called back if the reference stock price on any quarterly call observation date after April 22, 2014 exceeds the initial stock price \$26.54. In this case, investors receive the principal plus any unpaid coupons. At maturity, the notes convert into shares of the reference security—0.38 share of U.S. Steel Corp.'s stock in this case—if the market value of the reference stock at the note's maturity is below the trigger price \$19.90 (75% of the reference asset on January 22, 2014). Otherwise, investors will receive the \$10 face value.

Valuation

This note can be viewed as a combination of a zero-coupon note from UBS, a series of contingent coupon payments, and a short put option on the reference asset. For reasonable valuation inputs this note was worth \$9.56 per \$10 face value when it was issued on January 27, 2014, including \$9.93 for the present value of the zero-coupon note, (\$0.99) for the short put options, and \$0.62 for the present value of all future contingent coupon payments.

There is no active secondary market for most structured products. Structured products, including this note, therefore are much less liquid than simple stocks, bonds, notes and mutual funds. Investors are likely to receive less than the structured product's estimated market value if they try to sell the structured product prior to maturity. Our valuations do not incorporate this relative lack of liquidity and therefore should be considered an upper bound on the value of the structured product.

Payoff Curve at Maturity

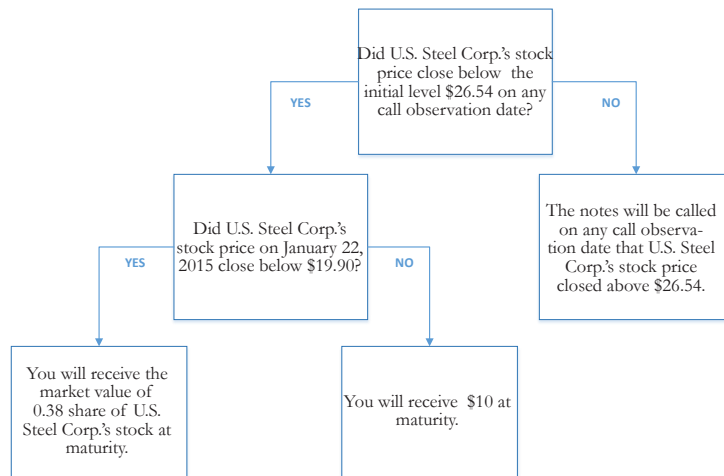


The payoff diagram shows the final payoff of this note given U.S. Steel Corp.'s stock price (horizontal axis). For comparison, the dashed line shows the payoff if you invested in U.S. Steel Corp.'s stock directly.

Principal Payback Table

U.S. Steel Corp.'s Stock	Note Payoff
\$0.00	\$0.00
\$2.65	\$1.00
\$5.31	\$2.00
\$7.96	\$3.00
\$10.62	\$4.00
\$13.27	\$5.00
\$15.92	\$6.00
\$18.58	\$7.00
\$21.23	\$10.00
\$23.89	\$10.00
\$26.54	\$10.00
\$29.19	\$10.00
\$31.85	\$10.00
\$34.50	\$10.00
\$37.16	\$10.00
\$39.81	\$10.00

Maturity Payoff Diagram



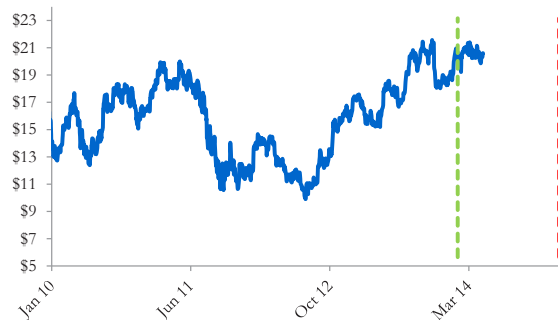
The contingent payoffs of this Trigger Phoenix Autocallable Optimization Security.

Analysis

The 15.71% coupon rate on this Trigger Phoenix Autocallable Optimization Security is higher than those paid by UBS on its straight debts but, in addition to UBS's credit risk, investors bear the risk that, 1) the note may be called; 2) the note may pay zero coupon because of the coupon contingency; 3) and the note will be converted into shares of U.S. Steel Corp.'s stock when U.S. Steel Corp.'s stock is worth substantially less than the face value of the note.

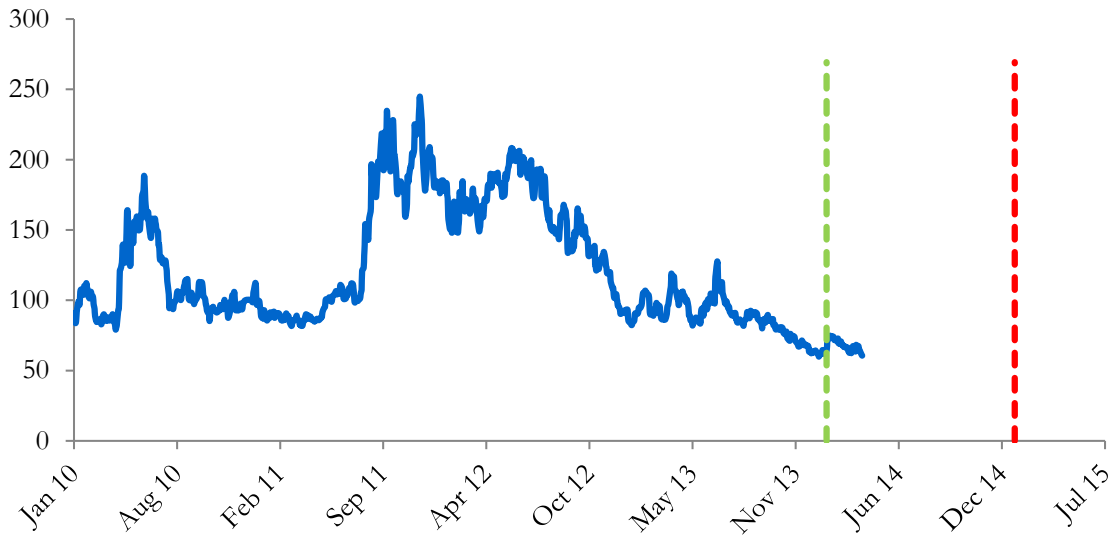
Investors purchasing these autocallable phoenix notes effectively sell contingent put options to UBS and post the note's issue price as collateral to secure satisfaction of the investors' obligations under the option contracts. UBS pays investors a contingent coupon that is part payment for the put options and part interest on the investors' posted collateral. This Trigger Phoenix Autocallable Optimization Security is fairly priced if and only if the difference between the contingent coupon and interest paid on UBS's straight debt equals the value of the contingent put options investors are giving to UBS. Whether this Trigger Phoenix Autocallable Optimization Security is suitable or not is identically equivalent to whether selling put options on the reference stock at the option premium being paid by UBS was suitable for the investor.

UBS's Stock Price



The graph above shows the adjusted closing price of the issuer UBS for the past several years. The stock price of the issuer is an indication of the financial strength of UBS. The adjusted price shown above incorporates any stock split, reverse stock split, etc.

UBS's CDS Rate



Credit default swap (CDS) rates are the market price that investors require to bear credit risk of an issuer such as UBS. CDS rates are usually given in basis points (bps). One basis point equals 0.01%. Higher CDS rates reflect higher perceived credit risk, higher required yields, and therefore lower market value of UBS's debt, including outstanding Trigger Phoenix Autocallable Optimization Security. Fluctuations in UBS's CDS rate impact the market value of the notes in the secondary market.

U.S. Steel Corp.'s Stock Price



The graph above shows the historical levels of U.S. Steel Corp.'s stock for the past several years. The final payoff of this note is determined by U.S. Steel Corp.'s stock price at maturity. Higher fluctuations in U.S. Steel Corp.'s stock price correspond to a greater uncertainty in the final payout of this Trigger Phoenix Autocallable Optimization Security.

Realized Payoff

This note was early terminated on April 22, 2014 due to its automatic call feature. The U.S. Steel Corp.'s stock price on April 22, 2014 was \$26.85, higher than the initial level \$26.54. Investors received \$10 per note plus any unpaid coupons.

