5Y Semi-Annual Snowballing Autocallable linked to Taiwan Stock Exchange Weighted Index, S&P/ASX 200, S&P/TSX 60, OMX Stockholm 30 Index.

This document is for eligible counterparties and professional clients only. No further distribution is permitted. Distribution to retail clients prohibited

Indicative product description

The Autocallable Note is a product that offers an attractive return if on any Observation Date all Underlyings close at or above a predefined Early Redemption Level and can provide an enhanced return compared to a direct investment in slightly positive or stable market conditions. The payout and an early redemption are conditional on the performance of the underlyings.



Summary of indicative product terms

Issuer	UBS AG, Jersey Branch (A2/A/A)
Lead manager	UBS AG Jersey
Strike date	07 March 2014
Issue date	14 March 2014
Expiration date	09 March 2020
Redemption date	16 March 2020, subject to early redemption
Tenor	6 years
Currency	GBP
Issue price	100.00% of nominal value
Capital protection	None
Early redemption observation dates	Semiannually (including Expiration Date)
Early redemption event	If on any Observation Date all the underlyings close at or above the Early Redemption Level of 100% (including Expiration Date)
Coupon	4.30% per semester, subject to the coupon barrier of 75%, observed Semi-Annually
Barrier event	If the worst performing underlying closes at or below the barrier level of 75% on the Expiration Date.
Participation (at expiry and subject to early redemption event)	100.00% participation in the worst performing underlying on the Expiration Date if a Barrier event occurs
Underlyings	TWSE Index, AS51 Index, SPTSX 60 Index, OMX Index
ISIN	XS1040799204

Product description

The Worst Of Autocallables are structured products belonging to the "Optimisation" category. Optimisation products offer solutions for investors with medium to higher risk tolerance, who seek to efficiently access a certain market or to potentially enhance their return.

The effective redemption date of this product and the conditional coupon payment depend on the price of the worst performing underlying on the predefined observation dates. If on any observation date (including the Expiration Date) all underlyings close at or above the coupon barrier level a coupon payment takes place. If no early redemption occurs and a barrier event has occurred, the payout is linked to the performance of the worst performing underlying on the Expiration Date (without currency impact):

- **If on any observation date (including the Expiration Date) all underlyings close at or above the Early Redemption Level,** you will receive 100.00% of the nominal value.
- **If an early redemption event has not occurred and**
  - if all underlyings do not close at or below the barrier level on the Expiration Date, you will receive 100.00% of the nominal value at Redemption Date
  - if any underlying closes at or below the barrier level on the Expiration Date, you will receive for each Note a cash settlement equal to the smaller of 100.00% or the final level of the worst performing underlying

Main benefits at a glance

- Autocall feature potentially shortens the tenor of the Note
- Coupon payments subject to coupon barrier
- Early redemption feature provides a cash-out opportunity at regular intervals
- Enhanced returns compared to a direct investment in slightly positive or stable markets

Main risks at a glance

- Redemption potentially linked to the negative underlying performance if the barrier is touched or breached
- You are fully exposed to the default risk of the issuer

Investment rationale

The Note is a structured product belonging to the "Optimisation" category. It is suitable for investors who are moderately bullish on all underlying instruments, but also want to enhance return thanks to a high autocall coupon. The Autocallable Notes provide early call opportunities. Upon autocall, the Note will be early redeemed with 100.00% of the nominal amount.

On every observation date a coupon of 4.30% per half year is paid when all underlyings close at or above the Coupon Barrier Level.

In addition, the Notes come with a knock-in feature which provides conditional protection (if not early called) (the "Knock-in feature"). This product description aims to explain only those Notes with knock-in and autocall features.

Scenario analysis

Return on Investment (ROI) on the redemption date

Assumptions: No early redemption prior to expiration date, early redemption level 100.00%, coupon barrier level 75%, barrier level 75.00%, absolute downside participation 100.00% (100.00% participation if barrier event occurs)



Scenario 1: Autocall with coupon

If on any semi-annual observation date (including Expiration Date), the worst performing underlying closes at or above its autocall level, the Note will be redeemed immediately at 100%. Besides, if the worst performing underlying closes above its Coupon Barrier Level on an observation date, you will receive 4.30% of the nominal invested.

Scenario 2: Redemption at maturity with capital reimbursement

As long as all underlyings do not have a closing level at or below the barrier on the Expiration Date and no early redemption event occurred, you will receive 100.00% of the nominal invested even if the worst performing underlying closes below the autocall level on the Expiration Date. Besides, if the worst performing underlying closes above its Coupon Barrier Level on an observation date, you will receive 4.30% of the nominal invested.

Scenario 3: Full downside risk (barrier touched)

There is no protection against falling prices if the worst performing underlying has a closing level at or below the barrier on the Expiration Date. You will be fully exposed to the negative performance of the worst performing underlying. In a worst case scenario, this position becomes worthless and you would lose all of the invested capital.

Table —Scenario analysis at expiry

Worst performing name on the expiration date	Redemption amount if barrier event occurs	Redemption amount if barrier event does not occur
Chg %		
100.00%	na	100.00%
50.00%	na	100.00%
20.00%	na	100.00%
0.00%	na	100.00%
-20.00%	na	100.00%
-40.00%	60.00%	na
-50.00%	50.00%	na
-100.00%	0.00%	na

Note: For illustrative purposes only

Product suitability

Market view

You expect underlyings to increase up to the Expiration Date and do not expect the price to fall substantially during the lifetime of the product. In any case, you expect that no barrier event occurs. In addition, you accept that the product redeems early if all the underlyings close at or above the early redemption level on any of the observation dates, paying back 100% of the Nominal in cash plus a Contingent Coupon.

You wish to have exposure to GBP. If the currency of the product is different from your reference currency, the return may increase or decrease as a result of currency fluctuations.

Investment horizon

You have a maximum investment horizon of 6 years and are willing to accept a potential early redemption.

Risk tolerance

You are an experienced investor and are familiar with both structured products, equity markets and commodity markets.

You **do not** require predetermined, regular coupon income as your objective is appreciation of assets in the long term.

You **do not** require capital protection and you are conscious of making an investment that is exposed to the full downside of the underlyings.

You should hold this product as part of a diversified portfolio and avoid any significant concentration risk in regards to the underlyings and/or the issuer/guarantor.

Commodity returns can be highly volatile. Investors should be able to tolerate significant fluctuations.

Risks

Product-specific risks

You are aware that if at least one underlying closes on the Expiration Date at or below the barrier level, the capital is at risk. You may lose some or all of the invested capital, as you are fully exposed to any decline in the level of the underlyings.

You will not receive the benefit of dividends or other income that may be paid on the underlyings.

Should the product be redeemed early, you are exposed to a reinvestment risk.

Credit risk

All structured products are subject to the creditworthiness of the issuer and/or guarantor (if applicable). You bear the credit risk of UBS AG.

Valuation: Should the quality and/or the credit rating of the issuer deteriorate over the lifetime of the investment, the value of the product may be affected. Whilst a fall in value alone would not impact any redemption amount paid on the redemption date, it could affect the proceeds of an early redemption or sale in the secondary market.

Default: You are fully exposed to the default risk of the issuer.

Liquidity/early termination

The lead manager intends, but is not obliged, to provide a daily secondary market under normal market conditions. The assessment of normal market conditions and the provision of a secondary market are at the issuer / lead manager's discretion or follow rules of the exchange where listed, in case of listed notes.

By selling in the secondary market you may receive less than the capital invested.

The product may contain terms and conditions that allow the issuer to determine or adjust in its absolute discretion the value of the underlyings if certain market disruption events, index adjustments, tax redemptions, corporate events or other circumstances affecting normal activities occur (please see term sheet for details). Such terms and conditions may also allow the issuer to close the product at an amount determined by the calculation agent. This early termination amount is usually equivalent to the prevailing mark-to-market value.

Market risk

Prior to the redemption date, the pricing behaviour of the product, including the bid/ask spread, will be influenced not only by the level of the underlyings but also by other risk factors such as interest rates, volatilities and credit quality of the issuer/guarantor.

Therefore, the product may trade considerably below 100.00% on the Expiration Date even without the underlyings trading at or below the barrier level.

About UBS

Headquartered in Zurich and Basel, Switzerland, UBS has offices in more than 50 countries, including all major financial centers, and employs approximately 65,000 people. UBS AG is the parent company of the UBS Group (Group). The operational structure of the Group comprises the Corporate Center and four business divisions: Wealth Management & Swiss Bank, Wealth Management Americas, Global Asset Management and the Investment Bank.

Offering world-class distribution and execution across investment banking, equities, and fixed income, rates, foreign exchange and metals, UBS Investment Bank is a powerful combination of global strength and local insight.

Our investment bankers, salespeople and research analysts, supported by risk and logistics teams, deliver expertise and superb execution to clients all over the world. Through a deep understanding of our clients' needs, we draw on our extensive network of global resources to deliver effective ideas, innovative solutions and exceptional levels of service to help them achieve their financial objectives.

Awards

Investment banking

Corporate Broker of the Year
Acquisitions Monthly, 2010

Best M&A Deal
Global Finance, 2011

Best M&A House—Switzerland
Euromoney, 2011

Best M&A House, Asia
Euromoney, 2011

Best TMT Sector Adviser of the Year
Acquisitions Monthly, 2008–2010

Equities

No.1 for European Equity Trading Quality
Greenwich Associates, 2010-2012

No.1 for Pan-European Equity & Equity-Linked Sales
Thomson Reuters Extel, 2002-2012

Best Equity House—Switzerland
Euromoney, 2010–2011

Top 2 All-Europe Research Team,
Institutional Investor, 2002-2013

Pan European Equity House
Thomson Reuters Extel, 2004 - 2012

Fixed income, foreign exchange and precious metals

No.1 Dealer—Gold & Silver Spot
Risk, 2011, 2012, 2013

Best Post Trade Services
Profit & Loss, 2010–2011

No.2 FX House for Banks
Euromoney, 2010–2011

UBS Delta: Most Innovative Actuarial Software
Life and Pension, 2010



Investment banking

Using innovative structures and creative solutions, UBS provides first-class advice and execution services to corporations, financial sponsors and hedge funds. Our advisory group assists on transactions and advises on strategic reviews and corporate restructuring solutions, while our capital markets and leveraged finance teams arrange the execution of primary and secondary equity, as well as debt issues worldwide.

Equities

A leading participant in the global primary and secondary markets for equity, equity-linked and equity derivative products, the Equities business area distributes, trades, finances and clears cash equity and equity-linked products. It also structures, originates and distributes new equity and equity-linked issues and provides research on companies, industry sectors, geographical markets and macroeconomic trends.

Fixed income, currencies and commodities

Across Fixed Income, Currencies and Commodities, we service corporate, institutional, public sector and private banking clients. We provide outstanding client service in Origination and Distribution, risk management and provide liquidity in FX and Emerging Markets.

DISCLAIMER

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 document relates (the "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 document. UBS's trading and/or hedging activities related to the Product may have an impact on the price of the underlying asset and may affect the likelihood that any relevant barrier is crossed. 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.

In certain circumstances UBS sells the Product to dealers and other financial institutions at a discount to the issue price or rebates 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 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 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.

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 Product and should not be treated as giving investment advice, and (ii) the terms of any investment in the Product will be exclusively subject to the detailed provisions, including risk considerations, contained in the information memorandum, prospectus or other issuer documentation for the issue of the Product.

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.

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 Product must be sold in accordance with all applicable selling restrictions in the jurisdictions in which it is sold.

* [For US only] This material is distributed to US persons by UBS Securities LLC, a subsidiary of UBS AG. All transactions by a US person in the securities described herein must be effected through UBS Securities LLC.

This analysis has been provided to you by UBS AG and/or affiliates, for informational purposes only and should not be used in substitution for the exercise of independent judgement. The assumptions and parameters used are not the only ones that might reasonably have been selected and therefore no guarantee is given as to the accuracy, completeness or reasonableness of any such quotations, disclosure or analyses. The analysis is based in part on information and market data which may be subject to change. UBS shall not be under any obligation to update the analysis No representation or warranty is made that any indicative performance or return indicated will be achieved in the future. Furthermore, no representation or warranty, express or implied, is made by UBS AG and/or affiliates as to the accuracy, completeness, or fitness for any particular purpose of the analysis or calculation methodology used. Under no circumstances shall UBS AG and/or affiliates have any liability for a) any loss, damage or other injury in whole or in part caused by, resulting from or relating to, any error (negligent or otherwise) of UBS AG and/or affiliates in connection with the compilation, methodology, interpretation, communication, publication or delivery of this analysis, or b) any direct, indirect, special, consequential, incidental or compensatory damages whatsoever (including, without limitation, lost profits), in either case caused by reliance upon or otherwise resulting from or relating to the use of (including the inability to use) this analysis.

This analysis is confidential. You may not pass on this analysis to any third party without the express permission of UBS.

© UBS 2014

UBS