

# Key Information Document

## CH0253471848 (the product)

**Purpose** This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

### Product

<b>Name of the Product</b>	ZKB Tracker Zertifikat dynamic on Basket of European Blue Chips
<b>ISIN</b>	CH0253471848 (the product)
<b>Manufacturer</b>	Zürcher Kantonalbank, our website: <a href="http://zkb.ch/finanzinformationen">zkb.ch/finanzinformationen</a> , for more information call us on +41 (0) 44 293 66 65.
<b>Issuer</b>	Zürcher Kantonalbank
<b>Competent Authority</b>	The Swiss Financial Market Supervisory Authority (FINMA) is responsible for the supervision of Zürcher Kantonalbank with regard to this Key Information Document.

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**You are about to purchase a product that is not simple and may be difficult to understand.**

### What is this product?

**Type** This product is a debt security in the form of an uncertificated security issued under Swiss law.

**Term** This product has no fixed maturity. You have however the right to redemption of a redemption amount depending on the performance of the Underlying on specified dates, provided that either the Issuer exercises its Redemption right or you exercise your Right of return (as defined below).

**Objectives** This product is a structured debt instrument issued by the Issuer whose performance depends on a notional basket ("Basket of European Blue Chips" – the "Underlying"), whose Components are selected by the Investment Manager. The Title Universe consists of European corporate stocks that are listed at a recognized exchange as well as Futures contracts on the EURO STOXX 50. The current composition of the Underlying is publicly available under [www.zkb.ch/strukturierteprodukte](http://www.zkb.ch/strukturierteprodukte). Depending on price development, the price of the product may be higher or lower than the Issue price (as defined below). To reduce currency risks, foreign currencies are hedged against CHF by daily FX forwards transactions (FX-Roll).

**Underlying:** The underlying is a notional basket of sufficiently liquid and tradeable shares and index futures ("underlying components"), actively constituted by the Investment Manager in accordance with their qualified assessment of the market and managed by them during the life of the product in accordance with a discretionary and dynamic investment strategy. Restrictions may apply to the inclusion of eligible underlying components in certain circumstances.

The product replicates the performance of the Underlying. The sum of the weightings of the Underlying components equals 100%. Negative weightings of the underlying components are not permitted. Any rebalancing of the Underlying and weighting of the Underlying components ("Rebalancing") will be made in accordance with the investment strategy at the average of the prices of the Underlying components obtained by the Issuer. The potential income attributable to the Underlying components (e.g. dividends, interest or other distributions) is distributed to the investor by means of periodic compensatory payments (after deduction of any withholding taxes and duties). The compensatory payments occur annually, for the first time on 23. February 2016 (modified following business day convention).

The investment strategy, the universe of securities and the rebalancing are defined in more detail in the Final Terms and can be found in the section "Other relevant information" below. The current composition of the Underlying can be found at [www.zkb.ch/finanzinformationen](http://www.zkb.ch/finanzinformationen).

If an extraordinary event occurs, e.g. with respect to the Underlying the Issuer may at its discretion take all necessary steps and, if necessary, adjust the terms and conditions of the product so that the economic value of the product after the occurrence of the event corresponds as much as possible to the economic value of the product prior to the occurrence of the event.

**Calculation method of the redemption amount (Redemption Method):** As noted below, the product does not have a maturity date.

However, the investor can get his investment back if he exercises his right of return. In addition, the Issuer may redeem the product by exercising his redemption right (see below). In each of these cases, the investor will receive a payment equal to the sum of the weighted value of the underlying components, as determined on the Relevant Exercise Date (see below), less specific fees and multiplied by the Ratio ("redemption amount"). You will incur a loss if the redemption amount is lower than the purchase price.

### Product information

<b>Issue price</b>	CHF 1,000.00/1,000.00% of the Value of the Underlying on Initial Fixing Date	<b>Final Fixing Level</b>	
<b>Denomination</b>	CHF 1,000.00	<b>Redemption Date (Maturity)</b>	5 Banking Days after the Relevant Exercise Date
<b>Value of the Underlying</b>	CHF 100.00 on Initial Fixing Date	<b>Relevant Exercise Date</b>	The exercise date on which the redemption amount is determined due to an exercise of the redemption right or right to return.
<b>Ratio</b>	1 Product corresponds to 1 Underlying(s)	<b>Redemption right of the Issuer</b>	Yes, as described below
<b>Trading units</b>	1 debt security(ies)	<b>Right of return of the Investor</b>	Yes, as described below
<b>Product Currency</b>	Swiss Franc (CHF)	<b>Lead Manager/ Calculation Agent</b>	Zürcher Kantonalbank, Zurich
<b>Currency hedging</b>	Yes (FX-Roll)	<b>Investment Manager</b>	Riedweg & Hrovat AG, Basel
<b>Mode of settlement</b>	cash settlement		
<b>Initial Fixing Date/ Initial Fixing Level</b>	23/02/2015, closing prices of the Underlying components on the reference exchange(s)		
<b>Value Date</b>	02/03/2015		
<b>Final Fixing Date/</b>	On the relevant Exercise Date (Open End)		

**Right of return (of the investor):** The investor has the right to return the products they hold on the exercise dates for the first time on 23. February 2016. On the Relevant Exercise Date, the redemption amount will be determined as set out in the "Method for calculating the redemption amount" section. The declaration of intent to exercise the right of return must be received no later than 5 calendar days prior to the respective exercise date, and must be sent directly to Zürcher Kantonalbank, Sales Structured Products Department, IHHV, P.O. Box 8010 Zurich, or e-mailed to [derivate@zkb.ch](mailto:derivate@zkb.ch) and communicated via the investor's custodian bank.

**Redemption right (of the Issuer):** The issuer has the right to redeem the outstanding products on a yearly basis on the 23th of February, for the first time on 23. February 2016 (and if this is not a banking day at the registered office of the Issuer, on the following banking day "exercise days"). On "Relevant Exercise Date", the redemption amount will be determined as set out in the "Method for calculating the redemption amount" section. The announcement, and with it the declaration of intent to exercise the redemption right, will be made with a notice period of 20 calendar days on the official publication channel of the SIX Swiss Exchange as well as on the website of Zürcher Kantonalbank.

The Product also provides that the Issuer may terminate the Product early if certain extraordinary events occur. These events essentially relate to the product, the Issuer and the Underlying. The amount you receive in the event of such an extraordinary early termination is different from the amount you have invested and may be lower. Investors should therefore be prepared to suffer a partial or total loss of their investments. In addition, you bear the risk that notice is given at a time that is unfavourable for you and that you can only reinvest the notice amount on less favorable terms.

**Redemption:** Repayment due to Redemption by the Issuer or return by the investor will be effected with a value date of five banking days after the relevant exercise date.

### Target Market

The product is aimed at Retail investors who are pursuing the objective of general asset accumulation and optimisation and have a long-term investment horizon. This product is intended for investors with extended knowledge and/or experience of financial products. The investor may bear losses up to a total loss of the invested capital and places no value on capital protection.

## What are the risks and what could I get in return?

### Risk indicator

Lower risk < **1** **2** **3** **4** **5** **6** **7** > Higher risk



**The risk indicator assumes you keep the product for 5 years. The actual risk can vary significantly if you cash in at an early stage and you may get back less.**

The summary risk indicator is a guide to the level of risk of this product compared to other products. It shows how likely it is that the product will lose money because of movements in the markets or because we are not able to pay you. We have classified this product in the risk class 3 on a scale of 1 to 7, where 3 corresponds to risk class a medium-low. This rates the potential losses from future performance at a low level, and poor market conditions are very unlikely to impact our capacity to pay you. **If the currency of the country in which you purchase this product or of the account to which sums paid on this product are credited differs from the currency of the product, please be aware of the currency risk. You will receive payments in a different currency so your final return will depend on the exchange rate between the two currencies. This risk is not taken into account in the indicator given above.** This product does not include any protection from future market performance so you could lose some or all of your investment. If we are not able to pay you what is owed, you could lose your entire investment.

**Performance scenarios** What you will get from this product depends on future market performance. Market developments in the future are uncertain and cannot be accurately predicted. The scenarios shown are illustrations based on results from the past and on certain assumptions. Markets could develop very differently in the future.

**Recommended holding period:** 5 years

**Example Investment:** CHF 10,000.00

		If you exit after 1 year	If you exit at the end of the recommended holding period
<b>Scenarios</b>			
<b>Minimum</b>	<b>There is no minimum guaranteed return. You could lose some or all of your investment.</b>		
<b>Stress</b>	<b>What you might get back after costs</b>	<b>CHF 5550</b>	<b>CHF 2810</b>
	Average return each year	-44.32 %	-22.42 %
<b>Unfavourable</b>	<b>What you might get back after costs</b>	<b>CHF 8560</b>	<b>CHF 8790</b>
	Average return each year	-14.33 %	-2.54 %
<b>Moderate</b>	<b>What you might get back after costs</b>	<b>CHF 10700</b>	<b>CHF 15400</b>
	Average return each year	6.96 %	9.01 %
<b>Favourable</b>	<b>What you might get back after costs</b>	<b>CHF 13570</b>	<b>CHF 26890</b>
	Average return each year	35.52 %	21.87 %

The scenarios shown represent possible outcomes calculated based on simulations.

The figures shown include all the costs of the product itself, but may not include all the costs that you pay to your advisor or distributor. The figures do not take into account your personal tax situation, which may also affect how much you get back. The stress scenario shows what you might get back in extreme market circumstances.

## What happens if Zürcher Kantonalbank is unable to pay out?

You are exposed to the risk that the Issuer might be unable to fulfil its obligations in respect of the product – e.g. in the event of insolvency (inability to pay / over-indebtedness) or an administrative order of resolution measures. In case of a crisis of the Issuer such an order can also be issued by a resolution authority in the run-up of an insolvency proceeding. Thereby the resolution authority has extensive intervention powers. Among other things, it can reduce rights of the investors to zero, terminate the product and suspend rights of the investors. A total loss of the capital invested is possible. As a debt instrument, the product is not subject to any deposit protection scheme.

## What are the costs?

The person advising on or selling you this product may charge you other costs. If so, this person will provide you with information about these costs and how they affect your investment.

### Costs over time

The tables show the amounts that are taken from your investment to cover different types of costs. These amounts depend on how much you invest, how long you hold the product and how well the product does. The amounts shown here are illustrations based on an example investment amount and different possible investment periods. In particular, the figures are based on reasonable assumptions regarding the incurrence of fees charged for rebalancing the Underlying (representing 0.10% of the relevant notional transaction value) as well as annual fees (an Investment Manager Fee of 1.00% and an Administration Fee of 0.55% annually).

We have assumed:

- In the first year you would get back the amount that you invested (0 % annual return). For the other holding periods we have assumed the product performs as shown in the moderate scenario.

- CHF 10,000.00 is invested.

	If you exit after 1 year	If you exit at the end of the recommended holding period
<b>Total costs</b>	CHF 211	CHF 1,133
<b>Cost impact (*)</b>	2.09%	1.59% p.a.

(\*) This illustrates how costs reduce your return each year over the holding period. For example it shows that if you exit at the recommended holding period your average return per year is projected to be 10.60 % before costs and 9.01 % after costs.

### Composition of costs

One-off costs upon entry or exit		If you exit after 1 year
<b>Entry costs</b>	These costs are included in the price you pay.	CHF 40
<b>Exit costs</b>	0.40% of your investment before it is paid out to you. These costs only apply if you exit before maturity of the product.	CHF 40
<b>Ongoing costs taken each year</b>		
<b>Management fees and other administrative or operating costs</b>	1.3% of the value of your investment per year.	CHF 131
<b>Transaction costs</b>	0.01% of the value of your investment per year. This is an estimate of the costs incurred when we buy and sell the underlying investments for the product. The actual amount will vary depending on how much we buy and sell.	CHF 1

### How long should I hold it and can I take money out early?

**Recommended holding period: 5 years** The average investor holds this type of product for about 5 years. Furthermore, this period promotes comparability with other investment products without a fixed term. The term of the product is indefinite. However, the product grants the investor a right of return as defined in the Final Terms of the product.

In addition, the investor has the option to redeem the product by selling the product through the stock exchange on which the product is listed or by selling the product over-the-counter to the product manufacturer. The product manufacturer will endeavor to publish bid and ask prices for the product under normal market conditions on each banking day, but is not legally required to do so. If you sell the Product before the end of the recommended holding period, the amount you then receive may be less than the amount you would otherwise have received, even substantially.

<b>Stock market listing</b>	SIX Swiss Exchange	<b>Last Exchange Trading Day</b>	n/a
<b>Smallest tradeable unit</b>	1 debt security(ies)	<b>Price quotation</b>	quoted in units

In exceptional market situations or in the event of technical malfunctions, it may be temporarily difficult or impossible to purchase or sell the product.

### How can I complain?

Complaints about the person advising on or selling the product may be addressed directly to that person via the relevant website. Complaints regarding the product (terms and conditions), this document or the conduct of the product manufacturer can be addressed by post to Zürcher Kantonalbank, P.O. Box, 8010 Zurich or by e-mail to [documentation@zkb.ch](mailto:documentation@zkb.ch) or visit our website [www.zkb.ch/finanzinformationen](http://www.zkb.ch/finanzinformationen).

### Other relevant information

This Key Information Document does not contain all the information on this product. Please refer to the underlying prospectus for the legally binding final terms ("Final Terms") of the product and a detailed description of the risks and opportunities associated with this product. The prospectus, including any supplements, and the Final Terms have been prepared in accordance with the prospectus requirements under Swiss law and are available at [www.zkb.ch/finanzinformationen](http://www.zkb.ch/finanzinformationen) (the prospectus and supplements under "Service"; the Final Terms after entering the relevant ISIN under "Title Search" and then under "Product Download"). The information contained in this Key Information Document does not constitute a recommendation to buy or sell the product and is not a substitute for individual advice from the Bank or the investor's adviser. The latest version of this Key Information Document is available at: [www.zkb.ch/finanzinformationen](http://www.zkb.ch/finanzinformationen).