

This announcement appears for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the Warrants described below.

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Launch Announcement for Warrants to be issued by



UBS AG

(incorporated with limited liability in Switzerland)

acting through its London Branch

Sponsor

UBS SECURITIES ASIA LIMITED

Particulars of Warrants

We intend to issue the following Warrants:

Warrants	Series 1	Series 2	Series 3
Stock code	16900	16899	16898
Issue size	300,000,000 Warrants	200,000,000 Warrants	200,000,000 Warrants
Type	European style cash settled call warrants	European style cash settled call warrants	European style cash settled call warrants
Company	Hong Kong Exchanges and Clearing Limited	Tencent Holdings Limited	China Mobile Limited
Shares	Existing issued ordinary shares of HKD 1.00 each	Existing issued ordinary shares of HKD 0.0001 each	Existing issued ordinary shares of HKD 0.10 each
Board Lot	10,000 Warrants	10,000 Warrants	5,000 Warrants
Issue Price	HKD 0.150	HKD 0.177	HKD 0.150
Exercise Price	HKD 160.100	HKD 222.200	HKD 88.850
Launch Date	8 February 2012	8 February 2012	8 February 2012
Issue Date	14 February 2012	14 February 2012	14 February 2012
Expected listing date	15 February 2012	15 February 2012	15 February 2012
Expiry Date	24 December 2012	23 January 2013	25 June 2012
Entitlement	1 Share	1 Share	1 Share
Number of Warrants per Entitlement	100 Warrants	100 Warrants	10 Warrants
Implied Volatility*	46.10%	41.30%	26.60%
Effective Gearing*	3.92x	4.31x	11.57x
Gearing*	9.33x	10.51x	52.60x
Premium*	25.07%	28.98%	14.51%

* This data may fluctuate during the life of the Warrants and may not be comparable to similar information provided by other issuers of derivative warrants. Each issuer may use different pricing models.

How much will you receive at expiry?

You are not required to deliver any exercise notice and the Warrants will be automatically exercised on the relevant Expiry Date if the Cash Settlement Amount is greater than zero. You will receive a Cash Settlement Amount per Board Lot in Hong Kong dollars calculated as follows (if positive):

$$\text{Cash Settlement Amount per Board Lot} = \frac{\text{Entitlement} \times (\text{Average Price} - \text{Exercise Price}) \times \text{one Board Lot}}{\text{Number of Warrants per Entitlement}}$$

“**Average Price**” means the arithmetic mean of the closing prices of one Share (as derived from the Daily Quotation Sheet of the Stock Exchange) for each of the five Business Days immediately preceding the relevant Expiry Date, subject to adjustment in accordance with the terms and conditions of the Warrants.

Listing of the Warrants

We will make an application to the Stock Exchange for listing of, and permission to deal in the Warrants on the Stock Exchange.

Where do you obtain quotes?

You may request to obtain a quote for your Warrants by calling the following telephone number:

Stock code:	16900	16899	16898
Name of Liquidity Provider:	UBS Securities Hong Kong Limited		
Address:	52/F, Two International Finance Centre, 8 Finance Street, Central, Hong Kong		
Broker ID Number:	9585	9653	9563
Telephone number:	+ 852 2971 6628		

We do not have any special arrangements in place with any brokers with respect to our Warrants.

Where can you inspect the relevant documents?

The following documents (“**Listing Documents**”), each in separate English and Chinese versions, are available for inspection until the relevant Expiry Date at 52/F, Two International Finance Centre, 8 Finance Street, Central, Hong Kong :

- 1 our base listing document dated 6 April 2011 (as supplemented by an addendum dated 24 November 2011); and
- 2 the relevant supplemental listing document for each series of the Warrants to be dated on or about 14 February 2012.

IMPORTANT INFORMATION

Unsecured nature of the Warrants

The Warrants constitute our general unsecured contractual obligations and of no other person. You are relying upon our creditworthiness and have no rights under the Warrants against any Company.

Issuer

Our long term debt ratings are:

Rating Agency	Rating as of the Launch Date
Moody's Investors Service, Inc., New York	Aa3
Standard and Poor's Ratings Services, a division of the McGraw-Hill Companies Inc.	A
Fitch Ratings Ltd., London	A

We are a licensed bank regulated by the Hong Kong Monetary Authority. We are also regulated by, among others, the Swiss Financial Market Supervisory Authority and the Financial Services Authority of United Kingdom.

Selling restriction

The Warrants have not been and will not be registered under the United States Securities Act of 1933, as amended (the "**Securities Act**"), and will not be offered, sold, delivered or traded, at any time, indirectly or directly, in the United States or to, or for the account or benefit of, any U.S. person (as defined in the Securities Act).

Investment risk

The price of the Warrants may fall in value as rapidly as it may rise and you may sustain a total loss of your investment. If the Cash Settlement Amount is less than or equal to zero, all Warrants will expire worthless on the relevant Expiry Date.

We or the Liquidity Provider may be the only market participant for the Warrants. The secondary market for the Warrants may be limited.

You must:

- carefully study the risk factors set out in the relevant Listing Documents;
- fully understand the potential risks and rewards and independently determine whether the Warrants are appropriate for you given your objectives, experience, financial and operational resources, and other relevant circumstances; and
- consult with such advisers as you deem necessary to assist yourself in making these determinations.

Hong Kong, 8 February 2012