



For UBS marketing purposes

*Enabling creation
and inspiration.
The art of Private
Label Funds.*



Table of contents.

Private means individual	4
Leading-edge wealth solutions	6
Creating opportunities	7
Private Label Funds benefits	8
A selection of UBS Private Label Funds solutions	10
150 years of commitment and dedication	12
The Bahamas advantage	14



Private means individual.

Create your own fund.

Fine painting requires certain skills, tools and creativity. You come up with an idea and use your available skills and tools to execute it. Naturally, the quality of the final work heavily relies upon the integrity of your tools and materials. The very same principle applies to a Private Label Fund. You set it up, you bring in your assets and ideas. UBS can then act as the “tool” which enables you to create something that inspires you, effectively turning your original ideas into reality.

Private Label Funds are a prime example of a sophisticated investment vehicle. They allow you to create and name your very own fund, pool different types of assets, increase the efficiency of investment portfolios and benefit from synergies derived from fund investing and capital pooling.

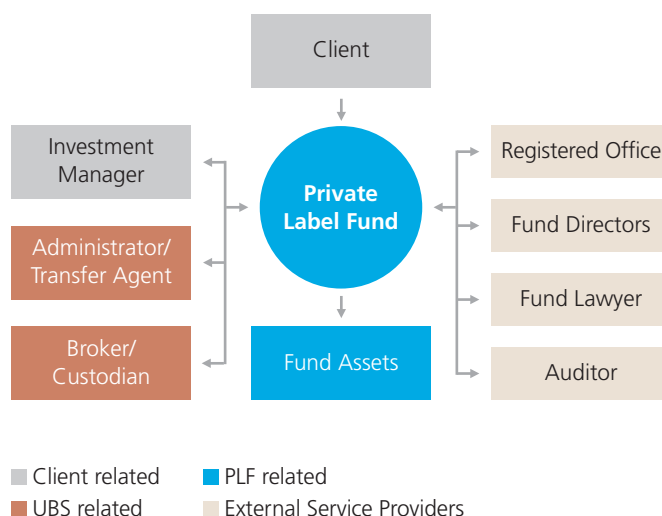
When you select UBS to advise you on your own fund or product family carrying your label, you are assigning your support functions to an expert.

As a fund initiator you may, at any time, determine which tasks you want to delegate. Most fund initiators prefer to assign the management and administration of their fund to a specialist. Together with such options, our Private Label Fund solutions provide you with a gateway to our outstanding wealth management platform. Following this tested approach you avoid substantial fixed costs of building up and maintaining the necessary capabilities in-house. You also stand to benefit from economies of scale because the cost base is adjusted to the size of your business. Our goal is to increase the quality of the fund launch

experience for you, and to reduce time to market, while ensuring that the fund structure is sound.

With our specialist know-how, we assist you in structuring your own fund to be compliant with relevant laws and regulations. On a regular basis we provide you with comprehensive, multilingual investor reporting services tailored to your requirements. Regular review meetings are held to make sure everything is working to your satisfaction, and to fine-tune and further develop your fund. See yourself as the creator of your own Private Label Fund.

Example of a Private Label Funds structure



*“We care about the details
so that you can focus on
working towards your goals.”*





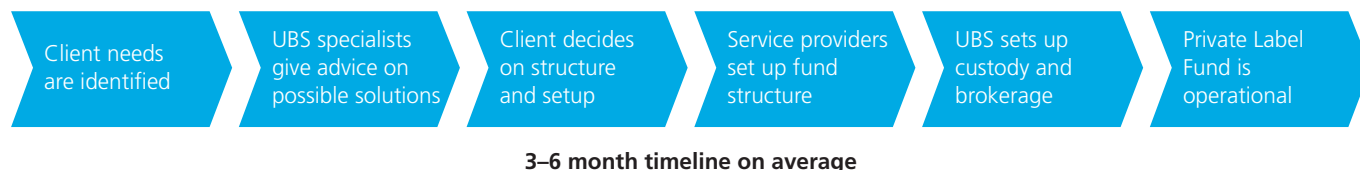
Leading-edge wealth solutions. *Taking you from where you are, to where you want to be.*

Private Label Funds are collective investment vehicles for one or more investors. Your fund will be established in your choice of leading investment fund jurisdiction, including but not limited to, The Bahamas, Cayman Islands, Luxembourg, Ireland and Switzerland.

Using a fund to pool capital, investors gain increased access to larger investment transactions. This increased investment capacity will also provide access to institu-

tional products and professional client services; effectively positioning you via the fund to take full advantage of top-rated UBS brokerage, global custody services and asset servicing platform.

Running your fund through UBS Wealth Management will also give you a broader access to the UBS global resources and investment universe.



The process will differ depending on the jurisdiction of the fund.



Creating opportunities. *The focus is on your needs.*

The benefits of a Private Label Fund are numerous. Risk management and convenience are some. Flexibility, transparency and increased efficiency add to a Private Label Fund's attractiveness.

There is, however, a lot more. Once your own fund is operational, you can co-invest with select business partners, friends or members of your family. You will increase your investment flexibility. You can transfer investment interests via fund shares instead of transferring underlying assets, for example, family wealth.

With a Private Label Fund you are able to enhance your investment profile significantly. A regulated investment fund gives you a more professional investment approach than using a simple stand alone company.

To raise the investment profile of the fund even further, you may consider such possibilities as the listing of your fund on a stock exchange, or obtaining a Bloomberg page or an ISIN Code.

While your own Private Label Fund will enable you to expand your financial possibilities, UBS is committed to helping you to achieve your goals.

Convenience. Efficiency. Transparency.

Private Label Funds benefits.

Convenience and Flexibility

More convenience

Family Office or portfolio managers can manage the assets of family members on a consolidated basis

Reduced administrative burden

Pool assets of family members or friends to apply a common investment strategy

Experienced and professional providers

Family Office to outsource administrative tasks or asset management to experienced and professional providers

Improved transferability

Private Label Funds shares improve the transferability of, e.g. illiquid assets between family members

Efficiency

Possible tax benefits

Investment in a Private Label Fund may offer a tax deferral depending on the investor's country of residence and potentially other tax benefits (e.g. stamp tax exemption)¹

Achieve critical size

Larger asset pools may provide access to institutional products and investment classes otherwise not available to individual investors

Economies of scale

Larger trades allow the optimization of transaction costs with service providers

Governance, Risk Management and Reporting

Improved governance

NAV calculations allow performance monitoring and performance control

Consolidated view

Private Label Funds allow analysis of the investment portfolio on a consolidated basis

Advanced reporting

Tailor-made reporting through fund administrator or custodian (global custody) possible

Advanced asset management

Larger pools of assets allow a cost-efficient implementation of risk-hedging strategies that benefit Family Office and/or UHNW clients

¹ UBS does not provide legal and tax advice. We strongly recommend that you contact your own independent legal and tax advisor for advice on your individual situation.





Versatile. Individual. Professional. A selection of UBS Private Label Funds solutions.

Example 1

Investment club wishes to take on a more professional approach

Challenge: A group of friends want to invest jointly. To avoid potential conflicts investing together, the friends want to define up front clear rules and responsibilities in an investment club.

Solution: A Private Label Fund with UBS

Value added: The friends define jointly the investment strategy and risk profile of the fund and allocate investment responsibility to individual member of the group. As shareholders and potentially directors of the fund they are able to supervise the investment manager.

Example 2

Conversion of a private investment company to a Private Label Fund

Challenge: Investor using a simple offshore investment company to hold its managed account, resulting in full reliance on broker for portfolio valuation, liquidity issues, control issues, nonmarketability and lack of fees transparency.

Solution: A Private Label Fund with UBS

Value added: Increased governance due to a professional investment structure with more substance, independent valuations and reporting, clearly defined liquidity measures, and increased transparency.

“With the right investment vehicle and team, you can conquer new challenges you cannot approach alone.”

Example 3

Using a fund to move from single-family to multi-family office

Challenge: A single family office wants to open its investment ideas to outside investors such as other families and friends.

Solution: A Private Label Fund with UBS

Value added: The fund structure allows the extension of an investment idea to family members and outside investors and charge a transparent remuneration as portfolio manager.

Example 4

Liquidity event management and dynastic planning

Challenge: A large family business is being sold and the head of the family wishes to manage the newly liquid family assets on a consolidated basis, while allocating the beneficial ownership of the assets to individual family members across different generations as part of a comprehensive succession-planning structure.

Solution: A Private Label Fund with UBS

Value added: Family assets remain in one fund vehicle which allocates the beneficial ownership in form of fund shares or units to the individual family members. External portfolio manager or designated family members to manage the assets in accordance with agreed-upon parameters.

Example 5

Asset manager needs to develop track record in a new investment strategy

Challenge: A new asset manager wants to build a track record in a proprietary investment strategy while at the same time keeping total expense ratio under 2%; does not intend to distribute the fund broadly until 3-year performance history has been satisfactorily developed.

Solution: A Private Label Fund with UBS

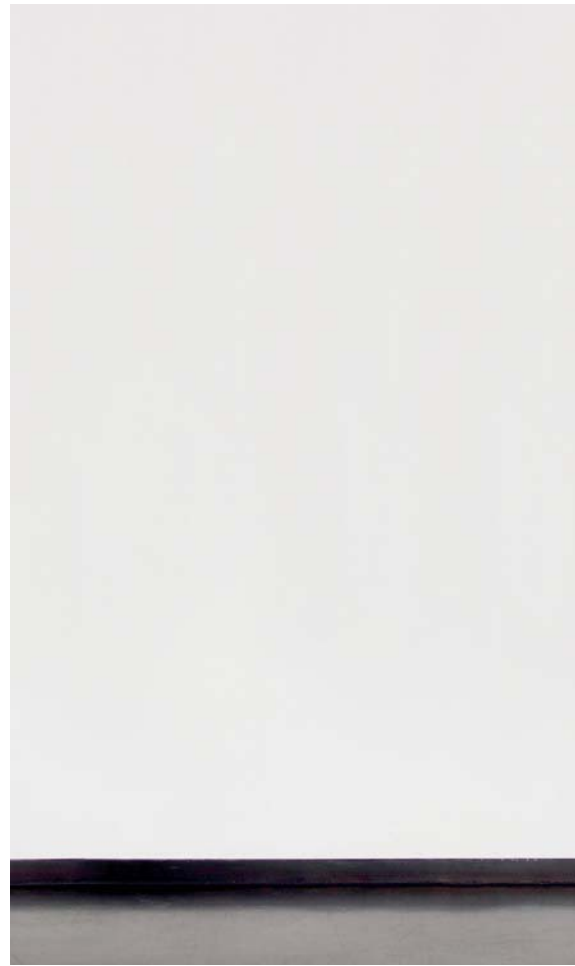
Value added: New asset manager launches a cost-efficient fund in an offshore jurisdiction within a reasonable time frame with the opportunity to develop a track record prior to offering his strategy to a large investor base.



150 years *of commitment and dedication.*

At UBS, we understand that your goal is to protect and grow your wealth. We also understand that you expect the highest standards of service and performance possible. At any time, in any market. We therefore focus on creating a long-term relationship with you, shaped by your individual and unique wealth management needs. Everything we do globally with our people, our products and our systems is directed towards this goal. UBS, just voted "Best Bank in Switzerland 2012" by the prestigious financial publication Euromoney, is dedicated to serving private, institutional and corporate clients worldwide.

Headquartered in Zurich and Basel, Switzerland, we have offices in over 50 countries worldwide, including all major financial centers. The operational structure of the group comprises the Corporate Center and five clearly defined business divisions: Wealth Management, Wealth Management Americas, the Investment Bank, Global Asset Management and Retail & Corporate.





UBS Wealth Management

*The complete universe
of investment.*

Our global wealth management business provides a comprehensive range of products and services individually tailored for wealthy clients around the world. With UBS, you benefit from investment and financial solutions tailored to your personal requirements, priorities and country-specific circumstances. Your client advisor uses a proactive and systematic approach to help you select from a wide range of services, and keeps careful track of your portfolio. With access through UBS to the globe's leading money managers, you can be confident you're getting some of the best financial advice available worldwide.

Euromoney Awards for Excellence 2012

UBS has been named "Best Global Wealth Manager 2012" by Euromoney, one of the world's most trusted and respected financial publications.






The Bahamas advantage. *Multinational Wealth and Portfolio Management.*

UBS (Bahamas) Ltd., a wholly owned subsidiary of UBS AG, Switzerland, was established in 1968 as Swiss Bank Corporation (Overseas) Ltd. In 1998, after the merger of Swiss Bank Corporation and Union Bank of Switzerland, the name was changed to UBS (Bahamas) Ltd.

The Bahamas, historically enjoying political stability, offer a well-developed and sophisticated banking and trust environment with more than 250 well-respected and licensed banks and trust companies. Its excellent location, only 185 miles from Miami and sharing the same time zone as the New York Stock Exchange and many Latin American countries, situates well for any international investment business.



UBS Bahamas is strategically positioned, both geographically and structurally, to provide highly personalized global services and clearly defined products, including Private Label Funds and SMART Funds. Our private-client officers are all multilingual and well versed in all aspects of private banking where discretion is the key. UBS Bahamas offers a full local banking infrastructure including a trading desk and deposit taking.

The Bahamas are also the exclusive home of the Specific Mandate Alternative Regulatory Test Fund (SMART[®] Fund), which are a series of risk-adjusted, low-cost, investment fund structures, often ideal for use as Private Label Funds by qualified investors.

The information contained herein is provided for general information purposes only and does not constitute an offering, or a solicitation of an offer, to buy or sell any investment or other specific product or legal or other professional advice. UBS (Bahamas) Ltd., its affiliates or group companies, nor its nor their respective employees or agents, hereinafter collectively, "UBS", accepts no responsibility for any loss which may directly or indirectly arise from reliance on information contained in this documentation. Although all information and opinions expressed in this proposal were obtained from sources that UBS believes to be reliable and in good faith, UBS makes no representation or warranty, express or implied, as to their accuracy or completeness. All information and opinions as well as any prices indicated are subject to change without notice.

UBS endeavors to ensure that the data and other material in this documentation is correct and complete but does not accept liability for any error made or omission contained in this proposal or other related document. The information provided herein is current as at the date of publication but may be subject to change without notice and may not be up-to-date at the time of viewing, accordingly, you should verify the current position with us. Certain products and services are subject to legal restrictions and are not available in all jurisdictions worldwide or on an unrestricted basis, please contact your client advisor in order to receive more information.

In viewing and using this documentation, you specifically agree that you will not hold UBS liable to you or any party for any direct, indirect, special, punitive or other consequential damages of any kind arising out of any use by you of the information contained herein (or any other related material), whether those damages are financial in nature or result from lost, corrupted, incomplete or interrupted data or transactions.

Please contact or visit us.

UBS (Bahamas) Ltd.
UBS House
East Bay Street
P.O. Box N-7757
Nassau, The Bahamas

Telephone: +1-242-394 9300
plf.bahamas@ubs.com
www.ubs.com/bahamas

