

UBS AG, ACTING THROUGH ITS LONDON BRANCH

(Incorporated with limited liability in Switzerland)

NOTICE TO WARRANTHOLDERS

To : ALL HOLDERS OF EUROPEAN STYLE INDEX CALL WARRANTS RELATING TO THE HANG SENG INDEX ISSUED BY UBS AG, ACTING THROUGH ITS LONDON BRANCH (HSI 23400 UB ECW140828).

Notice is hereby given by UBS AG ("**UBS AG**" or the "**Issuer**") acting through its London Branch in respect of the European Style Index Call Warrants relating to the Hang Seng Index (HSI 23400 UB ECW140828) (the "**HSI Call Warrants**" or the "**Warrants**") on the following:

Terms defined or construed in the Supplemental Listing Document dated 21 May 2014 in relation to the Warrants issued by UBS AG bear the same meaning and construction in this Notice.

EXPIRY OF WARRANTS

In accordance with the terms and conditions of the Warrants, the Warrants will expire on the following date:

Warrant	Expiry Date	Strike Level	Conversion Ratio
HSI Call Warrants	28 August 2014	23,400	0.001

The Warrants are cash-settled warrants which entitle a Warrantholder to be paid a cash settlement amount (if positive) (the "**Cash Settlement Amount**") in accordance with the terms and conditions of the Warrants.

The Cash Settlement Amount in respect of each Warrant is calculated as follows:

$$[(\text{Closing Level} - \text{Strike Level}) \times \text{Conversion Ratio} \times \text{HK\$1.00}] \div \text{Exchange Rate}$$

Where

Closing Level : The average of quotations of the Index compiled, computed and disseminated by the Hang Seng Indexes Company Limited taken at (i) five minute intervals from five minutes after the start of, and up to five minutes before the end of, the continuous trading session of The Stock Exchange of Hong Kong Limited ("**HKEx**"), and (ii) the close of trading on HKEx on the Valuation Date (being the Expiry Date, or if such day is not a Relevant Stock Exchange Business Day (as defined below) the immediately preceding Relevant Stock Exchange Business Day), rounded down to the nearest whole number, subject to the Issuer's right to determine the closing level in good faith upon the occurrence of a Market Disruption Event on the Valuation Date, as described further in Condition 4(c) of the terms and conditions of the Warrants.

Exchange Rate: The rate of exchange between the Hong Kong dollar (the "**Reference Currency**") and the Singapore dollar (the "**Settlement Currency**") (expressed as the number of units of the Reference Currency per one unit of the Settlement Currency) on the Expiry Date (if it is not a day (other than a Saturday, Sunday, or public holiday) on

which HKEx is open for dealings in Hong Kong during its normal trading hours and banks are open for business in Hong Kong (**“Relevant Stock Exchange Business Day”**), the next following day which is a Business Day and a Relevant Stock Exchange Business Day) at or about 5:00 p.m. (Singapore time), as determined by the Issuer by reference to such source(s) as the Issuer may reasonably determine to be appropriate at such time.

The Warrants may only be exercised on the Expiry Date or if the Expiry Date is not a Business Day, the immediately preceding Business Day, in a Board Lot or integral multiples thereof. Warrantholders shall not be required to deliver an exercise notice. Exercise of Warrants shall be determined by the Closing Level of the Index. If the Closing Level of the Index is greater than the Strike Level and the Cash Settlement Amount (less any Exercise Expenses) is positive, all Warrants shall be deemed to have been automatically exercised at 5:00 p.m. (Singapore time) on the Expiry Date or if the Expiry Date is not a Business Day, the immediately preceding Business Day. The Cash Settlement Amount less the Exercise Expenses in respect of the Warrants shall be paid in the manner set out in the terms and conditions of the Warrants.

In the event the Closing Level of the Index is less than or equal to the Strike Level and the Cash Settlement Amount (less any Exercise Expenses) is zero or negative, all Warrants shall be deemed to have expired at 5:00 p.m. (Singapore time) on the Expiry Date or if the Expiry Date is not a Business Day, the immediately preceding Business Day. Warrantholders shall not be entitled to receive any payment from the Issuer in respect of the Warrants.

The expected last day of trading in the Warrants on the Singapore Exchange Securities Trading Limited (the **“SGX-ST”**) is 21 August 2014. The expected date on which the Warrants will be de-listed from the Official List of the SGX-ST is 29 August 2014 with effect from 9:00 a.m. (Singapore time).

Holders of the Warrants who are in any doubt as to the action they should take should consult their stockbrokers, bank managers, accountants, solicitors or other professional advisers immediately.

Issued by
UBS AG, ACTING THROUGH ITS LONDON BRANCH

25 July 2014