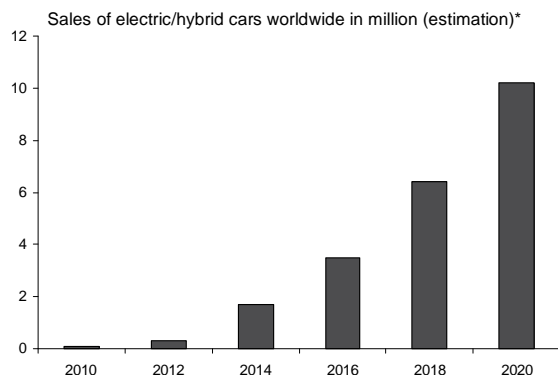


INVEST INTO THE FUTURE – ELECTRIC POWERED CARS: CALLABLE WORST-OF BARRIER REVERSE CONVERTIBLE



INVESTOR RATIONALE

As energy prices continue rising, oil reserves keep shrinking, global warming becomes omnipresent and requirements on carbon emissions reach ever more rigorous levels, a majority of politicians agree on what the future car industry should focus on: electric and hybrid cars. According to a research study provided by Roland Berger sales on such vehicles could surge to between 8 and 10 million in 2020. This would correspond to a market share of approximately 10%.



*Source: Bloomberg, CAR, Roland Berger and PwC

Whereas car manufacturers are set to profit from such a development, battery producers as well as companies involved in the construction of gas stations will most likely also benefit from an increase in the production of such vehicles.

DESCRIPTION

In comparison to standard Worst-of Barrier Reverse Convertibles, this product offers investors a higher coupon. On the other side, the issuer has the right to redeem the product early at 100% plus the corresponding quarterly coupon payment on one of the given early redemption days.

OPPORTUNITIES

- A guaranteed coupon will be paid in any case: attractive yields even if markets should trade sideways or even decrease slightly.
- Conditional capital protection: as long as no Barrier Event is triggered, the investor will receive the denomination.
- Liquid secondary market on the SIX Swiss Exchange.

RISKS

- If a Barrier Event has occurred and at least one underlying closes at or below its initial fixing level at maturity the investor will receive delivery of the underlying with the worst performance and can therefore lose all or part of his investment.

EARLY REDEMPTION

The issuer has the right to redeem the product early on the following dates: 17.08.2010, 17.11.2010, 17.02.2011. In case of an early redemption, the investor receives 100% plus the corresponding quarterly coupon payment.

BARRIER OBSERVATION PERIOD

17.05.2010 – 18.05.2011

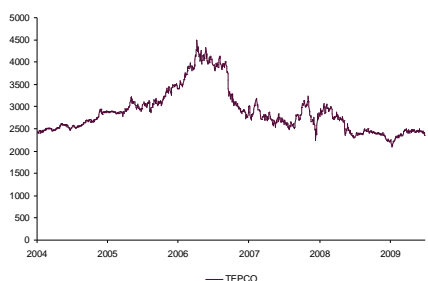
PRODUCTDETAILS

Issuer: EFG Financial Products (Guernsey) Ltd.
 Currency: CHF
 Maturity: 1 year
 Coupon: 12% p.a. (3% quarterly)
 Barrier: 49% (american)
 Denomination: CHF 1'000
 Swiss Sec. No.: 11250052
 Underlyings:

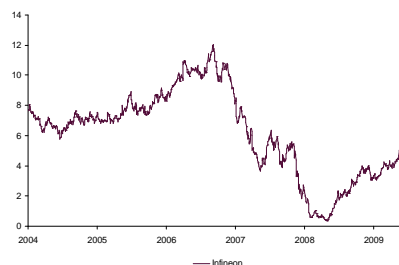
Underlyings	Bloomberg Ticker
Tokyo Electric Power	9501 JT
Infineon	IFX GY
Build Your Dreams	1211 HK

UNDERLYINGS

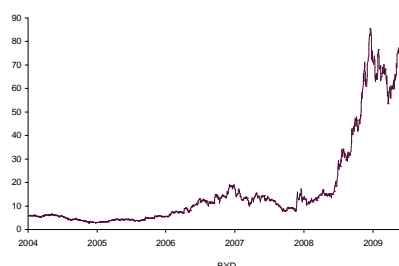
Tokyo Electric Power Company (TEPCO), belongs to the biggest utility companies worldwide. The company produces electricity from power plants and renewable resources and is currently involved in the construction of a worldwide gas station network

HISTORICAL PRICE DEVELOPMENT TEPCO²⁾

Infineon Technologies develops, constructs and markets a broad portfolio of semi-conductor products and complete system solutions. Products are created for wireless and cabled communication technologies and are used within the computer, security and chip industry as well as the automobile and industrial electronics sector.

HISTORICAL PRICE DEVELOPMENT INFINEON²⁾

Besides producing lithium ion batteries, **Build Your Dreams (BYD)** is also engaged in the production process of electric cars. The company has entered into cooperations focusing on electric mobility, with Daimler and VW during the past couples of months.

HISTORICAL PRICE DEVELOPMENT BYD²⁾

¹⁾ The subscription period may be closed early by the issuer, due to market developments.

²⁾ Period: 2004 – 2010. Source: Bloomberg. Past performance is not a reliable indicator for future performance.

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