

PRICING SUPPLEMENT

Derivative and Structured Product Programme

"UVOTE – Consumer Stocks USD"

linked to the value of an actively adjusted Strategy

This Pricing Supplement shall form an integral part of the

Offering Circular dated June 9, 2016

of

Neue Helvetische Bank AG
Zurich, Switzerland

(as "Issuer" and "Lead-Manager")

Terms, words and expressions defined in the Offering Circular shall bear the same meaning in this Pricing Supplement (the "**Pricing Supplement**"). This Product (the "**Product**") will be issued on the terms of this Pricing Supplement to be read together with the Offering Circular. A copy of the Offering Circular is available free of charge from the registered office of the Issuer.

The Pricing Supplement does not constitute, and may not be used for the purpose of, an offer or solicitation by anyone in any jurisdiction in which such offer or solicitation is not authorised or to any person to whom it is unlawful to make such offer or solicitation, and no action is being taken to permit an offering of the Product or the distribution of this Pricing Supplement in any jurisdiction where such action is required.

Actively Managed Certificates ("AMCs") are not collective capital investments within the context of the Federal Act on Collective Investment Schemes ("CISA") and are therefore neither governed by the CISA nor subject to supervision by FINMA. Accordingly, Holders of the Product do not have the benefit of the specific investor protection provided under the CISA. Holders of the Product bear the issuer risk.

Furthermore, investors should be aware that AMCs have a dynamic, discretionary structure, which may result in changes to the Product terms and/or the Strategy-Components.

February 9, 2017

- | | | |
|----|--|---|
| 1. | Issuer | Neue Helvetische Bank AG, Seefeldstrasse 215,
8008 Zurich, Switzerland |
| 2. | Lead Manager, Paying Agent,
Calculation Agent, Exchange Agent | Neue Helvetische Bank AG, Seefeldstrasse 215, 8008
Zurich, Switzerland |
| 3. | Method of Distribution | non-syndicated |

4. Relevant Asset (Underlying) The Relevant Asset of the Product is the Strategy-Level (see Point 6(h) below).
5. General Information on the Relevant Asset
- (a) Description
- This Product is an Actively Managed Certificate ("AMC") according to Condition 17(F) of the Terms and Conditions of the Programme. The Product allows for participation in the performance of its underlying "UVOTE – Consumer Stocks" investment strategy (the "**Strategy**"), which is further described under Point 6(a) below.
- The performance of the Strategy is tracked via the calculation of the Strategy-Level. The Strategy-Level aims to synthetically replicate the performance of a notional basket of assets, which shall be composed of (i) consumer stocks or ETFs (the "**Stock Constituents**"), (ii) other assets such as options, swaps, and futures (the "**Additional Constituents**", which together with the Stock Constituents shall be referred to as the "**Constituents**") and (iii) from time to time, a cash position (the "**Cash Position**", which together with the Constituents shall be referred to as the "**Strategy-Components**"), less fees, expenses, hedging costs and taxes (if any). Annex 1 shows the initial composition of the Strategy-Components.
- The Strategy-Components are selected and maintained by the Strategy-Manager in accordance with the Strategy, the Pricing Supplement and, in particular, the attached Strategy-Guidelines and Investment Restrictions (see Annex 2) as well as the Investment Universe (see Annex 3).
- The Holders of the Product have exposure to the same performance a real portfolio would have, if it was actually managed according to the Strategy. However, the Holders of the Product will not be entitled of real assets in a real portfolio and have only a claim versus the Issuer on the payment of the Redemption Amount based on the Strategy-Level at the Termination Date.
- (b) Information on the Strategy-Components See Annex 1.
- (c) Source of the Prices of the Strategy-Components
- Source of the prices of the Strategy-Components used as a basis for the calculation of the price of the Product are the market prices on the exchange of the primary listing (if any). The names of the exchanges are stated in Annex 1. In case of cash Strategy-Components the currently available exchange rates are applicable. The prices/rates are available to the public on www.bloomberg.com.
- Source of the prices with respect to the Strategy-Level are the quotes shown on www.six-structured-products.com, respectively, the fair value of the Strategy-Level per unit which lies in the middle of the

- bid and ask price per unit.
- (d) Price
The prices of units of this Product are based on the Strategy-Level which depends primarily on the market prices of the Strategy-Components and secondarily on the value of the Cash Position (if any).
- (e) Information on the Past Performance of the Relevant Asset
Information on the past performance of this Product can be obtained on www.six-structured-products.com after the launch of the Product.
6. Additional Information on Actively Managed Certificates
- (a) Strategy
The Strategy aims to reflect consumer trends in relation to the Stock Constituents (the "**Consumer Trends**") by dynamically adjusting the composition of the Strategy-Components based on the current buying behaviour of consumers (voters).
The Consumer Trends are tracked via trend surveys conducted by the Strategy-Manager. Consumers indicate with their vote which products or companies are favourable at the moment (the "**Signals**"). Votes are collected in personal discussions, in writing, or electronically (e.g. via internet platforms).
The Strategy-Manager may at its full discretion increase or reduce both (i) the weight of individual Constituents and (ii) the total weight of the Constituents in relation to the Cash Position, based on its interpretation of the Signals.
The performance of the Strategy is tracked via the calculation of the Strategy-Level.
- (b) Investment Universe
See Annex 3.
- (c) Investment Techniques
Short selling (not including positions in derivatives for hedging purposes) or the use of leverage are not permitted.
- (d) Strategy-Guidelines and Investment Restrictions
See Annex 2.
- (e) Strategy-Components
See Annex 1.
- (f) Initial Fixing / Initial Weighting of the Strategy-Components
Closing price of the Strategy-Components 3 trading days before the Issue Date / see Annex 1.
- (g) Strategy-Level
Sum of all Strategy-Components taking into consideration their respective weightings (whereby each Strategy-Component is valued based on the current prices of the Strategy-Components) as calculated by the Calculation Agent (the "**Strategy-Level**"). The Strategy-Level may not become negative. The calculation also takes into account the effect of all fees, expenses, and taxes (if any) associated with the Strategy-Level. Information on the Strategy as well as the composition of the Strategy-Components can be requested from the Issuer free of

charge.

- (h) **Strategy-Manager** Zürich Investment Partners AG, Riesbachstrasse 52, 8008 Zurich, Switzerland (the "**Strategy-Manager**"). The Strategy-Manager is not subject to a prudential supervision by FINMA.
- (i) **Selection / Adjustments / Rebalancing of the Strategy-Components** The Strategy-Manager is solely responsible for the initial composition of, and discretionary adjustments to, the Strategy-Components and completely substitutes the Issuer and Calculation Agent in all responsibilities connected with the selection and adjustment of the Strategy-Components. Adjustments to the Strategy-Level are actively made by the Strategy-Manager by rebalancing the weight or the replacement of Strategy-Components at its sole discretion and in compliance with the Strategy, the Strategy-Guidelines (see Annex 2), the Investment Restrictions (see Annex 2) and the Investment Universe (see Annex 3).
- The Strategy-Manager (and not the Issuer and Calculation Agent) is solely responsible for the compliance of the Product with the Strategy, the Strategy-Guidelines, and the Investment Restrictions. The Issuer and Calculation Agent may, but is not obliged to, monitor adjustments of the Strategy-Components which are made at the discretion of the Strategy-Manager. However, in order to ensure compliance with the Strategy, the Strategy-Guidelines, and the Investment Restrictions the Issuer and Calculation Agent has the right to reject Constituents that form part of a rebalancing.
- (j) **Fees** Distribution fees of up to 2% (the "**Distribution Fees**") may be charged to specific subscriptions in the primary market or orders of the Product in the secondary market and paid to distributors providing distribution services (the "**Distributors**") to Holders of the Products. The applicable rate for specific investors may be obtained from the Distributor. Holders of the Product waive any potential claims on a forwarding of the Distribution Fees versus the Distributor (unless it has been agreed differently with the Distributor).
- A quarterly fee of 0.3625% (1.45% p.a.) of the Strategy-Level accrued on a daily basis (the "**Quarterly Fee**"), plus certain expenses commonly to be associated with establishing, maintaining and rebalancing of a portfolio similar to the notional portfolio mirrored by the Strategy-Level are charged by the Issuer. A part of the Quarterly Fee will be used to compensate the Strategy-Manager. The dates of the fee deduction are March 31, June 30, September 30 and December 31 (in case any of the dates is not a Business Day, the next following Business Day will apply).

A rebalancing / adjustment fee in the range of 0.15% to 0.5% per regrouping is charged by the Calculation Agent and deducted from the Strategy-Level for each adjustment made in the Strategy-Components, and represents a percentage of the notional volume of each of the purchase and/or sale of a Constituent (the "**Adjustment Fee**").

Besides, a onetime structuring fee in the range of 0.0006% to 0.01% (depending on the actual expenses to structure the Product) may be charged to the Product by the Issuer (the "**Structuring Fee**").

Furthermore, additional fees of SIX resp. SIX Structured Products Exchange of up to CHF 1'500 p.a. may be charged to the Product (the "**Other Fees**").

In addition, any VAT or similar taxes applicable to these fees (if any) will be charged to the Product.

(k) Reinvestment of Returns

Any amounts reflecting net dividends or net interest in a real portfolio consisting of the Strategy-Components will be added to the Cash Position and may be credited to the Constituents or distributed to the investors as a dividend. Any withholding taxes or similar taxes that might be charged on any of the Strategy-Components by tax authorities will not be reclaimed and will not be added to the Cash Position. No interest will be paid on the Cash Position (except in case that money market instruments are included to the Cash Position).

(l) Redemption Amount

The Holders of the Product are entitled to receive from the Issuer on the Redemption Date a Redemption Amount in the Settlement Currency based on the Strategy-Level per unit of the Product on the Termination Date, as calculated by the Calculation Agent (the "**Redemption Amount**").

(m) Termination Rights

The Issuer has the right to terminate the AMC within one month after notification without a specific reason to the last trading day of a month (the latter being the "**Termination Date**"). Furthermore, the general provisions regarding the early termination and compulsory redemption of a Product according to Condition 13 of the Terms and Conditions are applicable.

The Holders of the Product may terminate the Product within one month after written notification of the Issuer to the last trading day of the month (the latter being the "**Termination Date**").

7. Symbol

UVOTHB

8. Type

Dynamic Tracker-Certificate (Code 1300) of the Swiss Derivative Map[®], as amended from time to time by the Swiss Structured Products Association (www.svsp-verband.ch)

9. Settlement

Products to be represented by Intermediated Securities

		<i>(Bucheffekten)</i>
10.	Total Amount	USD 25'000'000 (with the possibility of an increase)
11.	Number of Products / Issue Size	1 / Up to 204'918 units (with reopening clause)
12.	Issue Date	February 10, 2017
13.	Issue Price	USD 122.00
14.	Payment Date	See Issue Date.
15.	Denomination	1 unit.
16.	Maturity Date	Open end
17.	Settlement Date / Redemption Date	5 Business Days after the Termination Date.
18.	Redemption Details	In case of a termination of the Product each Holder of Products has the right to receive a redemption of an amount in the currency of the Product according to the Strategy-Level of the Product, which has been calculated by the Calculation Agent based on the performance of the Strategy (i.e. the average net value of the assets that are reflected by the Strategy-Components) at the Termination Date. The Redemption Amount shall be due 5 Business Dates after the Termination date (the " Redemption Date ").
19.	Settlement	Cash Settled Product
20.	Option to vary Settlement	In the event that a notional investor (in the same position as the Issuer) would be unable to unwind its investments in the Strategy-Components by the Expiration Date due to a Market Disruption Event, the Issuer reserves the right to extend the Termination Date to such date where a notional investor in the Strategy-Components is able to fully unwind the Strategy-Components in cash.
21.	Settlement Currency	USD
22.	Exchange Rate	Applicable Exchange Rates (if any) for conversion of any amount into the relevant settlement currency for the purposes of determining the Strategy-Level or the Redemption Amount, are calculated based on the quotes on www.bloomberg.com . Relevant is the rate at the time of the determination of the Strategy-Level or the Redemption Amount.
23.	Minimum Trade Size	1 unit.
24.	Valoren Number	35615044
25.	ISIN	CH0356150448
26.	Listing	The Product will be listed on SIX and traded on SIX Structured Products Exchange.
27.	Secondary Market / Market Maker	The Issuer provides a continuous secondary market trading with spread of 1% under normal market conditions. Trading hours 09:15h - 17:15h CET. Even though Neue Helvetische Bank AG provides a continuous secondary market, the liquidity/tradability in the

- secondary market may be restricted.
28. Clearance Institution / Clearing Code SIX SIS AG / CH116589
29. Selling Restrictions United States of America, US Persons, European Economic Area, France, United Kingdom.
- The sale of the Product to non-qualified investors in or from Switzerland is only permitted in compliance with the requirements of the Swiss CISA/CISO and the section "Sale and Subscription" of the Programme.
30. Further Information Except as disclosed in the Offering Circular (including any document incorporated by reference therein) there has been no material adverse change in the financial position of the Issuer since the date of the most recently published audited annual financial statements of the Issuer.
- Except as disclosed in the Offering Circular (including any document incorporated by reference therein), the Issuer is not involved in any litigation or arbitration proceedings (nor to the knowledge of the Issuer are any such proceedings pending or threatened) relating to claims or amounts, the resolution of which, in the opinion of the management of the Issuer would have a material adverse effect on its financial position.
31. Applicable Law/Place of Jurisdiction Swiss Law/Zurich
32. Responsibility The Issuer accepts responsibility for the information contained in the Pricing Supplement and has taken all reasonable care to ensure that the facts stated in the Pricing Supplement are true and accurate in all material respects as of the date of the Pricing Supplement and that as of such date there are no other material facts whose omission would render misleading any statement herein, whether of fact or opinion.
- The liability of the Issuer and Calculation Agent (including, but not limited to any fault by assisting persons (*Hilfspersonen*) (if any)) is precluded for minor negligence (*leichtes Verschulden*).
33. Risks **Investments in the Product may be subject to high risks. In a worst case scenario Holders of the Product may lose their total investment. Furthermore, depending on the specific circumstances the Product may not be suitable for an individual non-qualified investor.**
- The Holders of the Product are subject to various risks related to the Product, inter alia, the performance risk, the issuer or default risk, and a potential cluster risk concerning Strategy-Components, the market risk, the counterparty risk with respect to the Issuer and the Strategy-Components, the currency risk with respect to USD or other currencies (in case of Constituents that are not denominated in USD), dependency on the

continued services of the Strategy-Manager, as well as the risk of sub-optimal adjustments (including, but not limited to, unfavourable timing or Signals, insufficient diversification, operational risks, and adjustments that do not comply with the provisions of the Pricing Supplement) of the Strategy-Components by the Strategy-Manager (in particular, due to his very high discretion concerning the adjustment of the Strategy-Components and his dependency on the System).

Holders of the Product are subject to the risks of the specific Stock Constituents. With respect to shares such risks include (but are not limited to) the price risks, the issuer risk, the market risk and other risks of the specific shares.

Concerning ETFs Holders of the Products may be exposed to the risks of specific ETFs, which may include (but are not limited to) liquidity risks, counterparty risks in case of swap-based ETFs, operational risks associated with securities lending or the posting of collateral, and other risks of the specific ETF.

With respect to Additional Constituents the Holders of the Product must be aware of the specific risks associated with these investments, including, but not limited to, the market risk, the price risk, the credit or issuer risk, the risk of a margin call, the inflation risk, the interest rate risk, the liquidity risk, and the counterparty risk with respect to the counterparty or the central counterparty (if any).

Please see the section "Risk Factors" in the Programme with respect to further risks.

34. Conflicts of Interest

Neue Helvetische Bank AG is (or may be) acting in various functions with respect to the Product (e.g. as Issuer, Lead Manager, Calculation Agent, Paying Agent, Distributor, etc.). This may lead to potential or actual conflicts of interest. The same may apply for the Strategy-Manager.

35. Tax Treatment in Switzerland

For individual investors holding the Product for private investment purposes with tax domicile in Switzerland the portion of income realised on the level of the underlying Strategy-Components attributable to their respective portion in the underlying Strategy-Components will be subject to Swiss income taxes on an annual basis (by financial year end) or upon redemption. Gains and losses derived from the sale of the Product should be considered as income tax-free private capital gains and non-tax deductible private capital losses respectively.

The Product is not subject to the Swiss withholding tax.

The Product is not subject to the Swiss securities

36. Common Depository

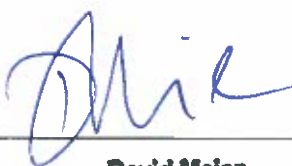
transfer tax.
SIX SIS AG.

SIGNATURES

Zurich, 9.2.17

Neue Helvetische Bank AG


Thomas Maag


David Meier

ANNEX 1 – STRATEGY-COMPONENTS

Name	Country of Domicile	Ticker	ISIN	Exchange Code	ID BB Global	Initial Weight	Currency
NESTLE	CH	NESN	CH0038863350	SIX	NESN:VX	3.33	CHF
RICHEMONT	CH	CFR	CH0210483332	SIX	CFR:VX	2.28	CHF
SWATCH GROUP	CH	UHR	CH0012255151	SIX	UHR:VX	2.47	CHF
EMMI	CH	EMMN	CH0012829898	SIX	EMMN:VX	4.47	CHF
LINDT	CH	LISP	CH0010570767	SIX	LISP:VX	2.91	CHF
GIVAUDAN	CH	GIVN	CH0010645932	SIX	GIVN:VX	2.88	CHF
APPLE	USA	AAPL	US0378331005	NDX	AAPL:US	2.95	USD
NIKE	USA	NKE	US6541061031	NYSE	NKE:US	2.63	USD
VISA	USA	V	US92826C8394	NYSE	V:US	3.05	USD
FACEBOOK	USA	FB	US30303M1027	NDX	FB:US	3.07	USD
UNDER ARMOUR	USA	UAA	US9043111072	NYSE	UAA:US	1.65	USD
COLGATE-PALMOLIVE	USA	CL	US1941621039	NYSE	CL:US	2.57	USD
COCA-COLA	USA	KO	US1912161007	NYSE	KO:US	2.87	USD
ALPHABET INC.	USA	GOOG	US02079K1079	NDX	GOOG:US	3.2	USD
AMAZON	USA	AMZN	US0231351067	NDX	AMZN:US	3.8	USD
NETFLIX	USA	NFLX	US64110L1061	NDX	NFLX:US	2.92	USD
ALTRIA GROUP	USA	MO	US02209S1033	NYSE	MO:US	3.69	USD
TESLA INC.	USA	TSLA	US88160R1014	NDX	TSLA:US	2.12	USD
MICROSOFT	USA	MSFT	US5949181045	NDX	MSFT:US	3.54	USD
THE KRAFT HEINZ	USA	KFT	US5007541064	NDX	KFT:US	3.51	USD
ALIBABA	CHN	BABA	US01609W1027	NYSE	BABA:CH	3.23	USD
ADIDAS	D	ADS	DE000A1EWW0	XETR	ADS:GR	3.87	EUR
INDITEX	E	ITX	ES0148396007	IBEX	ITX:SM	2.67	EUR
CHRISTIAN DIOR	F	CDI	FR0000130403	Euronext	CDI:FB	2.81	EUR
AB INBEV	Belgien	ABI	BE0974293251	Euronext	ABI:BB	2.43	EUR
ZALANDO	D	ZAL	DE000ZAL1111	XETR	ZAL:GR	2.82	EUR
RECKITT BENCKISER	GB	Reckitt	GB00B24CGK77	LSE	RB/:LN	2.65	GBP
FAST RETAILING	J	Fast Retailing	JP3802300008	TYO	9983:JP	1.79	YEN
TENCENT	CHN	Tencent	KYG875721634	HKEX	700:HK	2.84	HKD
CASH POSITION (USD)	NA	NA	NA	NA	NA	14.98	USD
						=100%	

ANNEX 2 – STRATEGY-GUIDELINES

The Product aims to select Strategy-Components (as described below) that form a notional USD denominated actively managed Strategy-Level in accordance with the Strategy of the Product. The Strategy-Level aims to replicate (i) the performance of a basket of constituents (the "**Constituents**"), and (ii) from time to time, a cash position (the "**Cash Position**", which together with the Strategy-Components shall be referred to as the "**Strategy-Components**"), less fees, expenses, hedging costs, and taxes (if any).

The Strategy-Components are selected by the Strategy-Manager in accordance with the following guidelines (the "**Strategy-Guidelines**"):

1. the Strategy-Level is denominated in USD;
2. only Constituents that comply with the Investment Strategy may be selected as Strategy-Components;
3. the following Additional Constituents may be selected based on specific market situations for currency hedging purposes: options, swaps, and futures;
4. only assets that comply with the Strategy of the Product (where applicable) may be selected as Strategy-Components;
5. only Constituents that are included in the Investment Universe may be selected as Strategy-Components;
6. at any time, the Strategy-Level may reflect a Cash Position which mirrors the holding of cash or money market instruments; and
7. no interest will be paid on the Cash Position (except in case that money market instruments are included to the Cash Position).

The following Investment Restrictions are applicable for the Strategy-Manager (the "**Investment Restrictions**"):

1. There will be no use of leverage in relation to the Strategy-Components;
2. notional short positions (e.g. short selling, short positions in options or Inverse-ETFs) are not permitted with respect to the Strategy-Components;
3. the Cash Position (in USD) may not exceed 30% of the total value of the Strategy-Components;
4. any other single Constituent may not exceed 15% of the total value of the Strategy-Constituents, with the exception of Additional Constituents for currency hedging purposes, thereby permitting to hedge the total currency risk of the Strategy-Components with a single position;
5. the amount of Stock Constituents must be in the range of 10 to 30 different Constituents;
6. the total value of the Additional Constituents may not exceed 30% of the total value of the Strategy-Components;
7. bonds, collective investment schemes (with the exception of ETFs), structured products, ETPs, and/or commodities may not be selected as Strategy-Components;
8. underlying ETFs may only be added as Strategy-Components if the requirements of the FINMA-FAQ Structured Products (as amended from time to time) are fulfilled (where applicable).
9. hedging of the market risk (total or part) may not be made with respect to Strategy-Components;
10. currency hedging may be made with respect to Strategy-Components; and
11. only Constituents that are included in the Investment Universe may be selected as Strategy-Components.

A rebalancing may be made at the discretion of the Strategy-Manager. The Calculation Agent has the right to reject Constituents that form part of a rebalancing. The theoretical volume is defined as the number of outstanding units of the Product multiplied by the Strategy-Level and multiplied by the

change in the percentage weight of the Constituent. At any time, the Strategy-Level may reflect a Cash Position which mirrors the holding of cash, money market instruments or cash obligations.

The Strategy-Level is denominated in USD, while the Constituents, notionally comprised in the Strategy-Level, might be denominated in other currencies. In order to appropriately reflect the performance of the Strategy-Level, the value of the Constituents denominated in other currencies than USD is expressed in USD. The exchange rate equals the currently prevailing exchange rate. The exchange rate risk may be mitigated through currency hedging.

ANNEX 3 – INVESTMENT UNIVERSE

The Investment Universe represents the basis for the selection of the Constituents by the Strategy-Manager.

The Investment Universe consists of all

1. stocks and ETFs; and
2. futures, swaps and options

which fulfil the requirements for underlyings of AMCs according to art. 12 et seq. of the Additional Rules for the Listing of Derivatives of SIX ("ARD") and are listed on SIX or a SIX-recognised exchange.

The above Investment Universe may be amended by the Strategy-Manager from time to time with the approval of all Holders of the Product and subject to the requirements stipulated by the ARD. Any potential changes in the Investment Universe will only take place once annually, reported by the Strategy-Manager to the Calculation Agent in the first week of December, effective in January. Potential subtractions, substitutions or additions could be triggered either for trading technical reasons, or with the objective of improving the diversification matrix.

