

# Final terms



**BNP PARIBAS**  
WEALTH MANAGEMENT

## Product Agreement – Athena Strike Min on Euro Stoxx 50

June 24<sup>th</sup>, 2013

Currency	EUR
Maturity	5 Years Max
Capital guaranteed at maturity?	No

### Investment context

In a context of uncertainty on the markets, Athena Strike Min is a structure that will allow the investor to take advantage of a Strike Min mechanism. The Autocallable feature boosts the Coupon. The Investor should have a stable to bullish view on the trend of the Underlying Asset.

### Features

#### Type of product

- Issuer
- Issuer's domicile
- Guarantor
- Guarantor's domicile
- Issue Form
  
- Maturity
- Currency
- Nominal Amount
- ISIN Code
- Underlying Asset
- Potential Coupon
- Strike Min Level
  
- Trigger Level
- Trigger Observation Date
- Capital Barrier Level
- Capital Barrier Observation
  
- Financing Ratio

#### Athena Strike Min

SG Issuer  
Head office at L-1724 Luxembourg, 15, boulevard du Prince Henri  
Société Générale, Paris (Moody's A2 / S&P A / Fitch A+)  
29, boulevard Haussmann 75009 Paris  
Note

5 Years Max  
EUR  
EUR 1,000,000  
XS0867661166  
Euro Stoxx 50 (SX5E Index)  
7.00% per annum  
Minimum Value of the Underlying Asset observed during the 3 first months (observed on daily close)  
100% of the Strike Min Level of the Underlying Asset  
At the end of each year  $n$ ,  $n = 1, \dots, 4$   
50% of the Strike Min Level of the Underlying Asset  
Observed at maturity

75%, subject to a credit facility prior approval, ratio been subject to modification without any prior notice

### Advantages

- Capital Barrier Level and Trigger Level observed on the Strike Min Level of the Underlying Asset
- Possibility of early redemption to appeal to short term investors
- Attractive conditions for the Coupon payment

### Risks

- Capital is at risk. (Capital loss is possible). Please refer to the Risk Factors "Capital Protection"
- In the case of a strong increase of the Underlying Asset, the maximum return is capped at the Coupon level
- Issuer's default risk



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## Mechanism

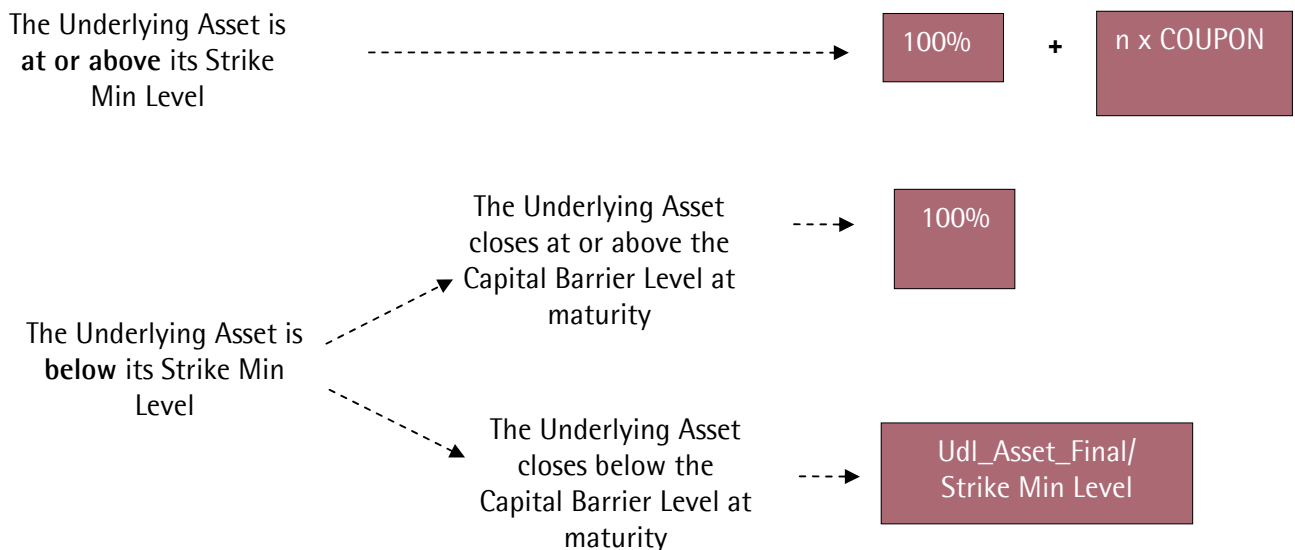
Athena Strike Min is a structure that will allow the investor to get high Potential Coupons through an early-redemption mechanism.

### Early redemption possibilities:

- On each Trigger Observation Date, if the Underlying Asset is at or above the Trigger Level, the product is early redeemed at 100% and pays a Coupon multiplied by the number of periods elapsed, as follows:  $100\% + \text{Coupon} \times (n)$
- Otherwise, no Coupon is paid and the product continues



At maturity: there will be 3 cases for the reimbursement (see chart below)



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## Scenario

### 1) Best case scenario

The Strike Min Level is 80% of the Initial Level of the Underlying Asset. On the first Observation Date, the Underlying Asset is below the Trigger Level but above at the end of the second Observation Date. Product is early redeemed at 100% and pays a 2 x Coupon :

Observation Date (n)	1	2
Strike Min Level (% of the Initial Level)	80%	80%
Trigger Level (% of the Strike Min Level)	100%	100%
Capital Barrier Level (% of the Strike Min Level)	-	-
Spot (% of Strike Min Level)	65% of the Strike Min Level of the Underlying Asset, ie 52% of the Initial Level	105% of the Strike Min Level of the Underlying Asset , ie 84% of the Initial Level
Potential Coupon	0%	2 x 7.00% = 14.00%
Redemption	-	100% of the invested nominal

### 2) Intermediate case scenario

The Strike Min Level is 90% of the Initial Level of the Underlying Asset. On each Observation Date the Underlying Asset is below the Trigger Level then no early redemption occurs. At maturity, the Underlying Asset is below its Strike Min Level but closes above the Capital Barrier Level. Product is redeemed at 100% but no Coupons are paid.

Observation Date (n)	1	...	n
Strike Min Level	90%	90%	90%
Trigger Level (% of the Strike Min Level)	100%	100%	-
Capital Barrier Level (% of the Strike Min Level)	-	-	50% of the Strike Min Level , ie 45.00% of the Initial Level of the Underlying Asset
Spot (% of Strike Min Level)	75% of the Strike Min Level of the Underlying Asset, ie 67.50% of the Initial Level	95% of the Strike Min Level of the Underlying Asset, ie 85.50% of the Initial Level	70% of the Strike Min Level of the Underlying Asset, ie 63.00% of the Initial Level
Potential Coupon	0%	0%	0%
Redemption	-	-	100% of the invested nominal



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## Scenario

### 3) Worst case scenario

The Strike Min Level is 92% of the Initial Level of the Underlying Asset. On each Observation Date the Underlying Asset is below the Trigger Level then no early redemption occurs. At maturity, the Underlying Asset is below its Strike Min Level and closes below the Capital Barrier Level. Investor receives the final level of the Underlying Asset (cash settlement).

Observation Date (n)	1	...	n
Strike Min Level	92%	92%	92%
Trigger Level (% of the Strike Min Level)	100%	100%	-
Capital Barrier Level (% of the Strike Min Level)	-	-	50% of the Strike Min Level, ie 46.00% of the Initial Level of the Underlying Asset
Spot (% of Strike Min Level)	75% of the Strike Min Level of the Underlying Asset, ie 69% of the Initial Level	65% of the Strike Min Level of the Underlying Asset, ie 59.80% of the Initial Level	40% of the Strike Min Level of the Underlying Asset, ie 36.80% of the Initial Level
Potential Coupon	0%	0%	0%
Redemption	-	-	40.00% of the invested nominal





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## Features

### •Secondary market:

No representation is made as to the existence of a market, but the issuer will endeavour to make a secondary market in the product, subject to it being satisfied that normal market conditions prevail. Any prices indicated will be dependent upon factors affecting or likely to affect the value of the product such as, but not limited to, the remaining time to the Redemption Date, the outstanding principal amount, the Issuer's or, if applicable, the Guarantor's credit risk, the performance and volatility of the underlying asset, interest rates, exchange rates, credit spreads, and any incidental costs. Such prices will have a bid-offer spread. The minimum size for any trade shall be the amount stipulated by the product issuer. In view of this, subscribers must be aware that they might not be able to sell their investment for amount below the specified amount.

### •Fees

Except where the product is distributed to UK retail clients in circumstances where the Distributor has provided a personal recommendation or related service as defined by the rules of the UK Financial Conduct Authority ('FCA'), the Distributor may, in connection with the offer and sale of the product, acquire the product from the Issuer at a discount to the Issue Price or at the Issue Price. If the Distributor acquires the product at the Issue Price, the Issuer may pay to the Distributor a distribution fee. Similarly, if the Distributor acquires the product at a discount to the Issue Price, a fee will be paid by the Issuer by virtue of the discounted price at which the Distributor acquired the product compared to the nominal value of the product. Such amounts may be retained by the Distributor and may be in addition to the transaction fee normally applied by the Distributor. Further information is available from the Distributor on request.

### •Minimum Subscription Amount

Holders acknowledge having been informed that the product cannot be sold by way of a public offering within or outside the European Economic Area (EEA). No action has been or will be taken in any jurisdiction that would, or is intended to, permit a public offering of the product. Each Holder undertakes to comply with the following rules:

(i) Where the subsequent Holder is located in a EEA member State, the Minimum Subscription Amount shall be an amount equal to at least EUR 100,000 or equivalent (one hundred thousand) and multiples of EUR 1,000 or equivalent thereafter;

(ii) Where the subsequent Holder is located other than in a EEA member State, the Minimum Subscription Amount shall be an amount equal to the higher of:

– the minimum subscription amount or trading size that would not, by local regulation, require the approval of a prospectus or any offering material in connection with the product; and

– EUR 1,000 or equivalent (one thousand) and multiples of EUR 1,000 or equivalent thereafter.

If a higher minimum subscription amount is stipulated in the Term Sheet prepared by the product issuer, this amount prevails over the one displayed in this document.



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### ▪Market Risk

The market value of a structured security may vary significantly under the influence of various factors, such as the performance level of the underlying assets, their volatility, changes in interest rates or exchange rates, particularly if the security is denominated in a currency other than the investor's reference currency, the economic and financial context of the country(ies) that is/are concerned, and the remaining duration of the security to its maturity.

For structured securities with an "issuer call" enabling early redemption, prospects of reinvesting redeemed total amounts may be unfavourable.

For structured securities linked to credit markets, the bankruptcy risk of the various issuers of the underlying bonds changes chiefly according to their quality (reflected by their rating – see issuer risk below applied to the underlying bonds) and to the macroeconomic context. The investor must be aware of the quality of the issuer(s) in which investments are made. In addition, bond prices may vary considerably between the moment bonds are issued and their maturity date. This price variation is linked to interest rate changes on the market.

### ▪Structuring Risk

Structured securities being based on several complex parameters, the investor must have a perfect understanding of the mechanisms of the structured security offered and the consequences arising from the chosen redemption formula or valuation method, depending on different market forecasts and the nature of the underlying(s).

### ▪Issuer Risk

The structured security is not issued nor guaranteed by BNP Paribas Wealth Management which is acting only as distributor of the security. Each investor assumes both the issuer's credit risk and the potential guarantor's risk as defined in the security legal documentation. The issuer's and its guarantor's credit ratings reflect the independent opinion of the relevant credit rating agencies and are not to be considered as a guarantee of the credit quality. In case of the issuer's bankruptcy or indeed that of its guarantor, the investor could suffer partial or total loss of the initially invested capital.

### ▪Liquidity Risk

In the case of structured securities, product liquidity lies entirely in the hands of the issuer, who may or may not undertake in normal market conditions to buy or sell the security from/to the investor according to certain criteria defined at the outset (price, periodicity and minimum amount). Should he wish to exit before the maturity date, the investor may thus be unable to sell part or all of his financial asset, or may have to sell at a considerably unfavourable price. Finally, certain securities becoming relatively illiquid may face high volatility and a decline in their market value, thereby reducing the accuracy of their valuation in portfolios or even making such valuation impossible.

### ▪Financing

The purchase of financial instruments by means of borrowing brings with it additional risk. On the one hand, additional guarantees (additional assets as collateral) may be required. On the other hand, the loss incurred when prices move adversely is likely to be higher than without any borrowing. Fluctuations in prices of pledged financial instruments can therefore have a negative influence on the ability to repay the loans. It is important to clearly understand that the leveraging effect produced by buying financial instruments through the means of borrowing results in proportionately greater sensitivity to fluctuations in price, and therefore offers the prospect of higher gains, but also at the same time the risk of higher losses. In summary, the higher the leverage is, the greater the possible loss can be.

### ▪Conflicts of interest

Various potential and actual conflicts of interest may arise from the overall investment activities of the parties involved in the transaction, their investment professionals and their affiliates. In particular, the manager or its affiliates can offer/manage other investment vehicles which interests may be different to the interests of the holders of the securities described herein.

### ▪Capital Protection

For capital-guaranteed products, the guarantee concerns the capital invested and is applicable at maturity of the product. During the life of a product, market value goes up and down depending on various elements (change in the underlying asset, volatility, change in interest rates ...). In the case of early redemption (not planned at the outset) if market liquidity so permits, the investor may bear a partial or total loss of the capital initially invested.

Furthermore, in the case of an EMTN or Certificate, the capital guarantee may not be effective if either the issuer or its guarantor defaults.

For non-capital guaranteed products, the capital invested does not benefit from any guarantee. Therefore, in the case of an unfavourable change in the underlying asset, the investor may bear a partial or total loss of the capital initially invested.



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*Prior to investing in a structured security each investor should fully understand the financial risks and merits and consult with its own legal, regulatory, tax, financial and accounting advisors before making his subscription. Investors should be in a position to fully understand the features of the investment and, in the absence of any provision to the contrary, be financially able to bear a loss of their investment and willing to accept such risk. The risk descriptions in this document are only a summary description of the most relevant risks related to this structured security. For a more detailed description of this type of structured security, its risks and use, please refer to our Investor Guide and to the risk sections in the Prospectus (as hereinafter defined). BGL BNP Paribas cannot guarantee whether a structured security will achieve its objectives.*

In consideration of my desire to invest in Athena Strike Min issued by Société Générale you provided me with the Investor Guide, the indicative and/or Final Terms Sheet (as hereinafter described) and this Product Agreement describing the investment context, features, advantages, risks, mechanism, scenario and other characteristics of the Structured Security (hereafter “the Documentation”). Having acquainted myself with the contents of the Documentation and the Prospectus (as hereinafter described), I hereby confirm that I wish to subscribe in the Structured Security.

I have duly noted that:

Before subscribing, every potential subscriber (i) must first have been provided with the Documentation and (ii) can access through BGL BNP Paribas or via the Issuer’s Web Page (<http://prospectus.socgen.com>) to the Final Terms Sheet, the Base Prospectus and any supplement (the items enumerated under (ii) hereafter all together referred to as “the Prospectus”). Full information on the terms and conditions and the risks of the Structured Security is only available on the basis of the combination of all the documents listed above.

The terms set forth herein are subject to the final expression of the terms of the transaction, if the transaction takes place. The final terms of the transaction will be set forth in the Structured Security Final Terms Sheet, in any applicable agreement and/or confirmation. To the extent of any inconsistency between the Structured Security’s indicative Terms Sheet and the Structured Security Final Terms Sheet, the Structured Security Final Terms Sheet shall prevail. To the extent of any inconsistency between (i) the Structured Security indicative Terms Sheet / the Structured Security Final Terms Sheet and (ii) this Product Agreement, the Structured Security Final Terms Sheet shall prevail.

The Structured Security may be subject to restrictions with regards to certain persons or in certain countries under national regulations applicable to said persons or in said countries. It is the investor’s responsibility to ensure that he is authorized to subscribe in this Structured Security.

Although the information provided herein may have been obtained from published or unpublished sources considered to be reliable and while all reasonable care has been taken in the preparation of this document, BGL BNP Paribas does not make any representation or warranty, express or implied, as to its accuracy or completeness and does not accept responsibility for any inaccuracy, error or omission.

To the extent that past and/or future and or simulated performances are displayed, the figures relating thereto are not a reliable indicator of future results. In connection with the offer and sale of the Structured Security, BGL BNP Paribas may pay or receive fees, commissions or other, non-monetary, benefits from third parties. Further information is available from BGL BNP Paribas upon request.

BGL BNP Paribas will not assume any responsibility regarding the financial rating given by an International Rating Agent to any security’s issuer or guarantor. A financial rating should not be understood by a subscriber as a financial guarantee given on the performance, the liquidity or the guarantee/protection of the capital invested in a security.





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Save as otherwise expressly agreed in writing, BGL BNP Paribas is not acting as financial adviser or fiduciary of the subscriber in any subscription.

The tax treatment of the Structured Security depends on the individual circumstances of the investor and may be subject to changes in the future. Any reference to taxation and/or tax systems in the Documentation and/or the Prospectus is given for informational purposes only.

BGL BNP Paribas and/or persons associated or connected with it may effect or have effected a transaction for their own account in a security described in the Documentation or any related security before the report is published. On the date of the Documentation, BGL BNP Paribas, persons associated or connected with it and their respective directors and/or representatives and/or employees may take proprietary positions and may have a long or short position or other interests or make a market in a security mentioned in the Documentation, or in derivative instruments based thereon, and may purchase and/or sell the investment(s) at any time in the open market or otherwise, whether as principal or as agent or as market maker. Additionally, BGL BNP Paribas within the previous twelve months may have acted as an investment banker or may have provided significant advice or investment services to the companies or in relation to a security mentioned in the Documentation.

This document is not a prospectus in the sense of applicable legislation on the offer and/or listing of financial instruments. It has not been and will not be endorsed or approved by any authority in any jurisdiction. The Structured Securities may not be eligible for offer or sale in all jurisdictions and or for certain categories of subscribers and must be offered and sold in accordance with all applicable selling restrictions in the jurisdictions in which they are offered or sold.

Société Générale is the issuer. BGL BNP Paribas, with registered office at 50, avenue J.F. Kennedy, L – 2951 Luxembourg, is responsible for the distribution of the Structured Security and for this document. It is authorised and regulated as a credit institution by the Luxembourg Commission de Surveillance du Secteur Financier, 110, route d’Arlon, L – 2991 Luxembourg.

By accepting the Documentation :

- I agree to be bound by the limitations set forth in it;
- I agree that BGL BNP Paribas’ general terms and conditions, that I herewith declare to have read and accepted, are applicable for all issues not explicitly covered in this Product Agreement;
- and I duly confirm my subscription in the Structured Security under the conditions specified herein, in the Documentation and in the Prospectus for an amount of .....

Account number:.....

.....  
.....

Signed at ..... on .....

(to be handwritten over your signature and meaning “I have read the Documentation and I confirm my subscription and the conditions defined herein”)