

# Morgan Stanley

PRIVATE WEALTH MANAGEMENT ASIA

## On the Right Tack

At Morgan Stanley Private Wealth Management Asia, we understand market risk and are well-positioned to help our clients navigate a challenging global and regional macro environment.

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# Private Banking Accolades in Asia

Asian Private Banker magazine presented Morgan Stanley Private Wealth Management (PWM) Asia with the following awards in 2021:

- Best Private Bank—Integrated Platform
- Best Private Bank—Ultra High Net Worth (North Asia)
- Best Private Bank—Equity Advisory

The Asset magazine also recognized PWM Asia as the “No.1 Private Bank in Asian G3 Bonds” in October 2020.

These awards highlighted our continued excellence in delivering our One Firm proposition across divisions to clients during a challenging year.

\*North Asia refers to the offshore Wealth Management segments of Mainland China, Hong Kong and Taiwan. Sources: *Asian Private Banker* 10th Awards for Distinction (January 2021) and *The Asset* (October 2020)

# Accolades



## Morgan Stanley League Table (as of 2020 YTD)

### TOP WORLD INVESTMENT BANKING — Worldwide, Mergers and Acquisitions

RANK	REGION	FINANCIAL AWARDS	TRANSACTION AMOUNT
#1	Asia Pacific ECM incl. Australia	Ranking and Market Share for Announced Deals 2020 YTD	Deals over US\$50MM <sup>1</sup>
#1	Asia Pacific ECM excl. Australia	Ranking and Market Share for Announced Deals 2020 YTD	Deals over US\$50MM <sup>1</sup>
#1	China ECM	Ranking and Market Share for Announced Deals 2020 YTD	Deals over US\$15MM <sup>1</sup>
#3	Asia Pacific M&A incl. Australia	Ranking and Market Share for Announced Deals 2020 YTD	Deals over US\$100MM <sup>2</sup>

<sup>1</sup> Source: Dealogic      <sup>2</sup> Source: Refinitiv

RANK	ACCOLADES	AWARDS	YEAR
#1	<b>Institutional Investor</b>	• All-Asia Research Team	2015–2019
		• All-Asia Corporate Access Provider	2015–2019
#1	<b>FinanceAsia</b>	• Best Investment Bank	2015–2020
		• Best Equity House	2016–2020
#1	<b>IFR ASIA</b>	• Bank of the Year	2016&2018
#1	<b>EUROMONEY</b>	• World's Best Bank for Financial Institutions • World's Best Bank for Advisory • Asia's Best Bank for Advisory	2020
		• World's Best Bank for Financial Institutions • World's Best Bank for Markets • North America's Best Bank for Wealth Management* • The US's Best Investment Bank <small>*Morgan Stanley Smith Barney LLC is a registered broker-dealer, member SIPC, and not a bank.</small>	2019
		• World's Best Bank for Markets • World's Best Bank for Financial Institutions • Asia's Best Bank for Financing	2018
#1	ASIAN PRIVATE BANKER	• Best Private Bank — Integrated Platform • Best Private Bank — Fund Advisory • Best Asia Private Bank – Equity Advisory • Best Private Bank — North Asia* Ultra High Net Worth <small>*North Asia refers to the offshore Wealth Management segments of Mainland China, Hong Kong and Taiwan.</small>	2020–2021
		• Best Private Bank – China International	2018
#1		• Private Bank in Asian G3 Bonds	2016–2020
		• Private Bank in Asian Local Currency Bonds in Hong Kong	2019



# Morgan Stanley: Delivering Excellence in Asia

At **Morgan Stanley**, we believe in delivering “**First Class Business in a First Class way**”, underpinning our five **core values** and operating with the strictest adherence to global and local regulatory standards.



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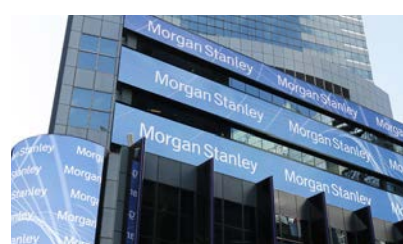


# Mission Statement of Morgan Stanley Bank Asia Limited (MSBAL)

To be your strategic wealth partners, offering highly personalized, best-in-class investment advice, execution services and wealth management and banking solutions that leverage Morgan Stanley's global capital markets expertise and capabilities.

## PRIVATE WEALTH MANAGEMENT (PWM) ASIA HISTORY

Foundation	1935	Morgan Stanley founded in New York City
	1970	Establishes Morgan Stanley International in London
	1977	Establishes Private Wealth Management (PWM)
International Expansion	1982	Opens PWM London Office
	1986	Morgan Stanley's Public Listing on the NYSE
	1989	PWM business operated in Hong Kong
	2008	Establishes Bank Morgan Stanley AG (BMSAG) in Switzerland
Emerging Markets & Domestic Growth	2009	Morgan Stanley forms Joint Venture with Citi to create Morgan Stanley Smith Barney
	2012	Launches BMSAG Hong Kong and Singapore Branches
	2015	Launches Morgan Stanley Asia International Limited (MSAIL). Headquartered in Hong Kong with a branch in Singapore.
	2019	Received Full Banking License in Hong Kong and entity renamed as Morgan Stanley Bank Asia Limited (MSBAL)



Morgan Stanley Office — New York



Morgan Stanley Office — Hong Kong



Morgan Stanley Office — Singapore

## Morgan Stanley's Private Wealth Management Asia (PWM Asia)

provides customized and differentiated financing, investment and wealth planning solutions to ultra high net worth (UHNW) entrepreneurs, corporates and asset owners based in Asia.

Leveraging on the Firm's global institutional securities and wealth management footprint, and its renowned investment banking, capital markets and investment management capabilities, we build holistic relationship with clients and provide them with sophisticated advice, services and products. We operate our business principally through **Morgan Stanley Bank Asia Limited**<sup>1</sup>, based in Hong Kong and Singapore, and Morgan Stanley International plc, based in London.

## OUR CORE VALUES

- Put Clients First
- Do the Right Thing
- Lead with Exceptional Ideas
- Commit to Diversity & Inclusion
- Give Back

## MORGAN STANLEY KEY FINANCIAL HIGHLIGHTS

<p>Total Deposits</p> <p><b>US\$239 Billion<sup>2</sup></b></p>	<p>Morgan Stanley Reported Net Income (Nine Months Ended)</p> <p><b>US\$7,611 Million<sup>2</sup></b></p>
<p>Global Employees<sup>2</sup></p> <p><b>~ 63,000</b></p>	<p>Tier 1 risk-based Capital Ratio under U.S. Basel III</p> <p><b>18%<sup>2</sup></b></p>
<p>Liquidity Reserve<sup>2</sup></p> <p><b>US\$268 Billion<sup>2</sup></b></p>	<p>Long-Term Credit Rating</p> <p><b>A1, BBB+, A</b></p> <p><small>By Moody's S&amp;P and Fitch, Respectively<sup>3</sup> Short Term for Morgan Stanley Bank Asia Limited: A-1 (By S&amp;P)<sup>4</sup> Long Term for Morgan Stanley Bank Asia Limited: A (By S&amp;P)<sup>4</sup></small></p>

<sup>1</sup> Incorporated in Hong Kong. Company number: 2098511. UEN: T14FC0118J

<sup>2</sup> Unaudited. As of October 15, 2020. Morgan Stanley Third Quarter 2020 Earnings Results - Quarterly Financial Supplement

<sup>3</sup> Morganstanley.com/investorrelations

<sup>4</sup> <https://www.morganstanley.com/about-us-ir/creditor-presentations.html#current>

# Morgan Stanley Heritage in Asia

**1987**  
Morgan Stanley launches its office in Hong Kong with Institutional Equity, Investment Banking, Fixed Income, Private Wealth Management and Research.

**1989**  
Morgan Stanley underwrites its first Hong Kong corporate bond issuance by Sun Hung Kai Properties.

**1992**  
Investment Management business launches in Hong Kong.

**1993**  
Morgan Stanley Private Equity Asia launches.

**1994**  
The Firm leads its first HKD-denominated bond issuance by MTR Corporation.

**1995**  
Morgan Stanley jointly establishes China's first joint venture investment bank, China International Capital Corporation Ltd (CICC).

**1996**  
Sponsor of Shanghai Industrial's IPO, the first-ever red chip Hong Kong listed IPO.

**1997**  
Sponsor of Beijing Enterprises' IPO, the most oversubscribed IPO in Hong Kong at the time.

**1999**  
Advisor to Hong Kong Futures Exchange on its merger with the Stock Exchange of Hong Kong.

**2000**  
Advisor to PCCW on its acquisition of Cable & Wireless HKT.

**2001**  
Advisor to Dao Heng Bank on DBS' US\$5.7Bn acquisition.

**2003**  
Sponsor of a US\$798Mn IPO for People's Insurance Company of China.

**2004**  
The Firm underwrites its first Hong Kong Government USD bond issuance for US\$1.25Bn.

**2005**  
Sponsor of China Construction Bank's US\$9.2Bn IPO, the first state-owned commercial bank to list overseas.

**2006**  
Advisor to CITIC Pacific on Cathay Pacific's acquisition of Dragonair and purchase of an additional 10% stake in Air China.

**2007**  
Sponsor of SINOPEC's US\$3.5Bn IPO, the first triple listing of a PRC company in Hong Kong, London and New York.

**2008**  
Morgan Stanley announces moving its office from Exchange Square to ICC.

**2009**  
Sole sponsor of China Longyuan Power's US\$2.68Bn IPO, the largest Asia and the third largest global renewable energy IPO.

**2010**  
Sponsor of Agricultural Bank of China's US\$22.1Bn IPO, the largest IPO globally at the time.

**2011**  
Sponsor of China Unicom's US\$5.7Bn IPO.

**2012**  
Morgan Stanley Dragon Boat team launches to raise funds for charities.

**2013**  
Morgan Stanley underwrites the US\$5Bn bond issuance by Hutchison Whampoa (now named CK Hutchison), the largest multi-tranche bond offering by a Hong Kong company.

**2014**  
Global coordinator and joint bookrunner for Alibaba's US\$25Bn IPO, the largest IPO in history.

**2015**  
Morgan Stanley Asia International Limited commences business as a restricted license bank.

**2016**  
Shenzhen-Hong Kong Stock Connect begins.

**2017**  
Morgan Stanley acts as a joint structuring agent for AIA Group's US\$500Mn Formosa Bond offering, the largest issuance by a Hong Kong company.

**2018**  
Morgan Stanley, acting as a Joint Bookrunner, priced a \$9.8Bn Accelerated Bookbuild Offering of Tencent, on behalf of Naspers, a South African conglomerate.

**2019**  
Morgan Stanley Bank Asia Limited (MSBAL) (formerly known as Morgan Stanley Asia International Limited), is a subsidiary of Morgan Stanley which was granted a full banking license by the Hong Kong Monetary Authority in September 2019.

**2020 - Present**  
Morgan Stanley is acting as the Sole Financial Advisor to Cathay Pacific and Swire Pacific and Lead Left Bookrunner on the Rights Issuance for running a HK\$39.0Bn (US\$5.0Bn) recapitalisation proposal.

**2021**  
The Firm marks its 24th anniversary supporting Operation Santa Claus, raising more than HK\$43M and benefiting over 210 charities to date.

**2022**  
Sole bookrunner for China's Ping An Insurance's US\$4.75Bn H share placement, the largest sole-book equity offering (IPOs and follow-ons) globally since 2011.



# PWM Asia Team

With over 130 Investment Representatives in Hong Kong and Singapore<sup>1</sup>, Morgan Stanley PWM Asia business has operated in Hong Kong since 1989 and in Singapore since 1995.

# Private Wealth Platform



## INSTITUTIONAL CONTENT AND ACCESS

We deliver to private wealth Ultra High Net Worth (UHNW) clients the same institutional platform, content, access, and services that we offer to some of the largest and most sophisticated institutional investors in the world.



## INVESTMENT EXPERTISE

Excellent investment advice, leveraging Morgan Stanley's intellectual capital, world-class research and superior capital markets footprint.



## SCALE AND RESOURCES

Ability to harness the scale and resources of Morgan Stanley Wealth Management, one of the biggest wealth managers in Asia<sup>1</sup>, as well as the wider Morgan Stanley platform.



## TALENT AND EXPERIENCE

Our Investment Representatives are some of the most experienced wealth management professionals in the industry. Morgan Stanley has over 40 years of experience servicing wealth clients globally.



## REPUTATION

A highly respected brand amongst clients, advisors, and fellow market participants. Since its founding in 1935, Morgan Stanley has delivered "first class business in a first class way" and operates with the strictest adherence to global and local regulatory standards.



## FINANCIAL STRENGTH

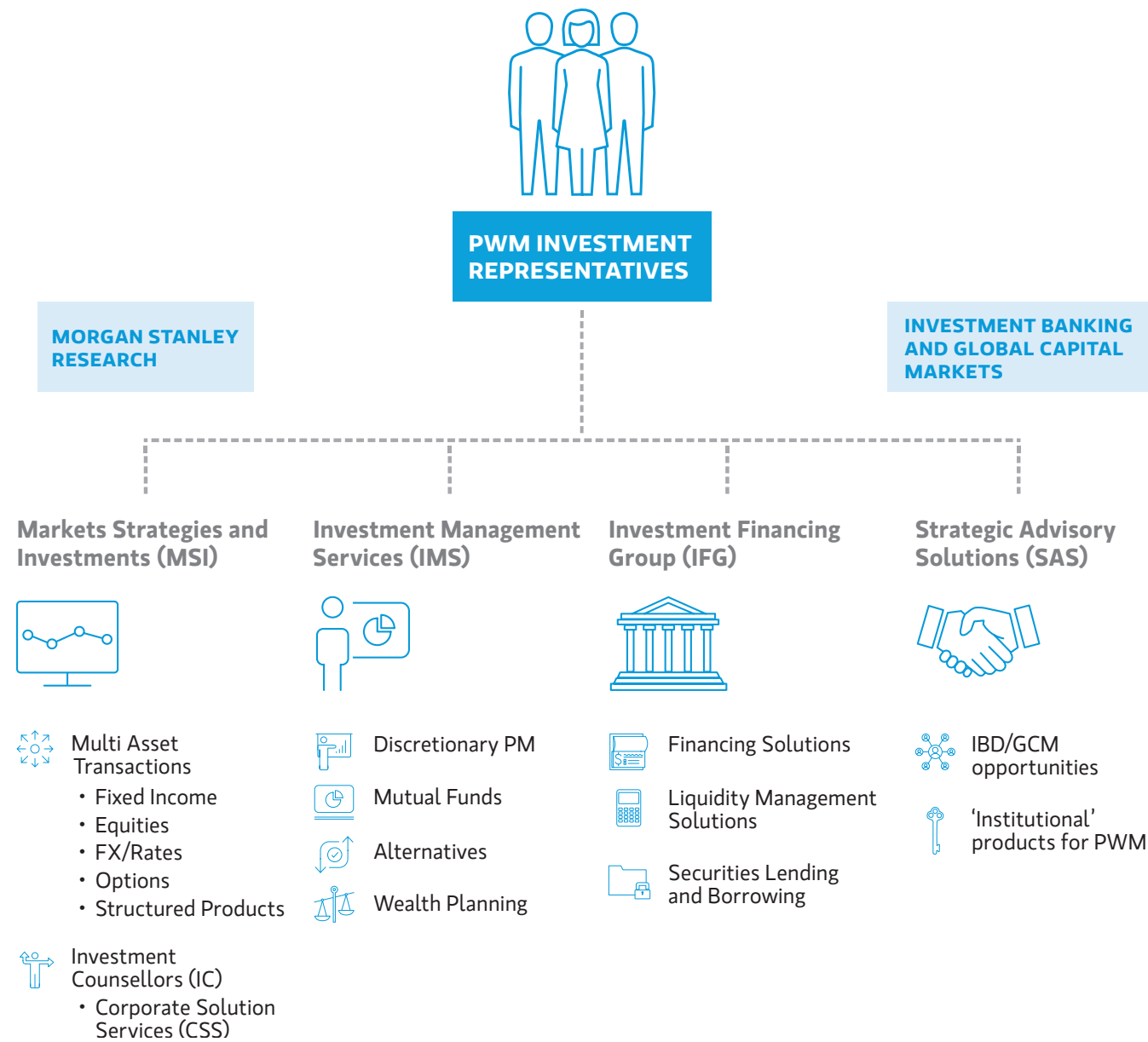
A solid balance sheet, strong credit rating and a robust Tier 1 Capital Ratio.

<sup>1</sup> MSBAL is licensed and regulated by the HKMA and MAS.

<sup>1</sup> Source: <https://asianprivatebanker.com/asia-2019-aum-league-table/>



## Morgan Stanley PWM Asia



## Markets Strategies and Investments (MSI)

MSI is a JV between our Institutional Securities Group and PWM Asia, providing:

- Tailored investment solutions to match specific objectives
- Strategies and tactical ideas to capture market opportunities
- Hedging solutions to reduce risks
- Round-the-clock execution of our clients' cash portfolio

MSI PRODUCT	EQUITY	RATES/CREDIT	FX	COMMODITIES	MULTI-ASSET/HYBRIDS
<b>Market Access</b>	Swaps Tracking Notes Accumulators	Swaps Cross Currency Swaps Non-Deliverable Swaps	Swaps Forwards Accumulators		
<b>Yield Enhancement</b>	Equity Linked Notes Call Overwriting	Floater Range Accrual Notes Callable Notes	TARF Range Accrual Notes Digital Notes Participation Notes	Callable Notes	FX/Rates Notes FX/Equity Notes
<b>Protected Investments</b>				Capital Not At Risk Notes	
<b>Leveraged Investments</b>					Swaps, Options, Swaptions, Accumulators, Decumulators, Leveraged Notes
<b>Customized Strategies</b>	SmartInvest RISE Vision Volnet	Yield Real Estate			Multi Asset Platform (MAP)
<b>Manager Access</b>					Fund Logic



## Markets Strategies and Investments (MSI) — Investment Counsellors (IC)

IC team offers clients a **one stop service** for **multi-asset class trading**

- Supports client relationships through **active engagement** and **joint meetings**
- **Builds long term partnership** with clients + Investment Representatives
- Premium, value-added service to key clients at Morgan Stanley

### IC COVERAGE MODEL



Investment Proposal



Market Update



Idea Generations



Monitoring



Rebalancing



## Markets Strategies and Investments (MSI) — Corporate Solution Services (CSS)

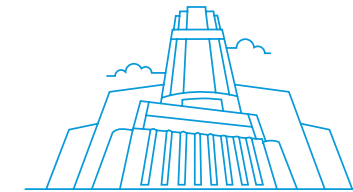
Different corporate clients have their own unique operating model, investment & hedging mandate as well as business objectives.

**CSS** provides a holistic solution on cash management, yield enhancement, hedging and other services via a single custody platform.

### IPO/Bond Issuance/Private Placement



- Hedging (FX, Rates)
- Wealth Planning (i.e. via third party providers/referral)



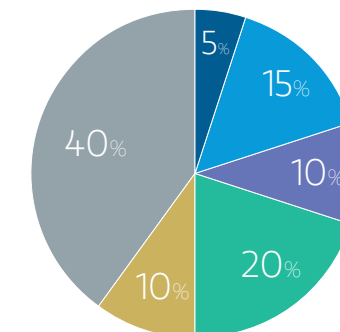
### CapEx/M&A/Asset Purchase



- Cash Management
- Discretionary Portfolio (i.e. bespoke mandate)

### CASH MANAGEMENT CASE STUDY

- 5% Cash
- 15% MMF/Other investments
- 10% Time Deposit
- 20% Bonds/Notes
- 10% Notes (Short term notes, fixed coupon note)
- 40% Discretionary Managed portfolio



\* Case study for reference only. Each portfolio is subject to different risk portfolio and diversification strategies.





# Investment Management Services (IMS) — Asset Management

IMS engages with a broad array of **asset managers** to identify investment strategies that meet client asset allocation goals, within different market environments. IMS leverages Morgan Stanley's unparalleled network of **Private Equity, Real Estate and Hedge Funds**, as well as more traditional and sophisticated Investment Funds, across most **Asset Classes and Strategies**.



**The IMS Team:** 18 Professionals dedicated to manager analysis



**Open Architecture** platform allows us to select leading funds



**Specialisation** by asset class review and monitor a broad universe of investment products



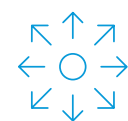
**Extensive Universe** of traditional and alternative investment managers from large and boutique firms



**Metrics**, both qualitative and quantitative, are utilised in manager assessment



**Rigorous Analysis** of a firm's analytical capabilities, investment process and implementation, personnel and operations



**Governance** and strong oversight of the investment advisory platform



**Ongoing Monitoring** and continuous review to reaffirm manager conviction



# Investment Management Services (IMS) — Discretionary Portfolio Management

IMS Discretionary Portfolio Management (DPM) team leverages the firm's extensive research, investment expertise and execution capabilities to offer our clients sophisticated investment solutions and market leading investment ideas and strategies.

### Financial Market Experts

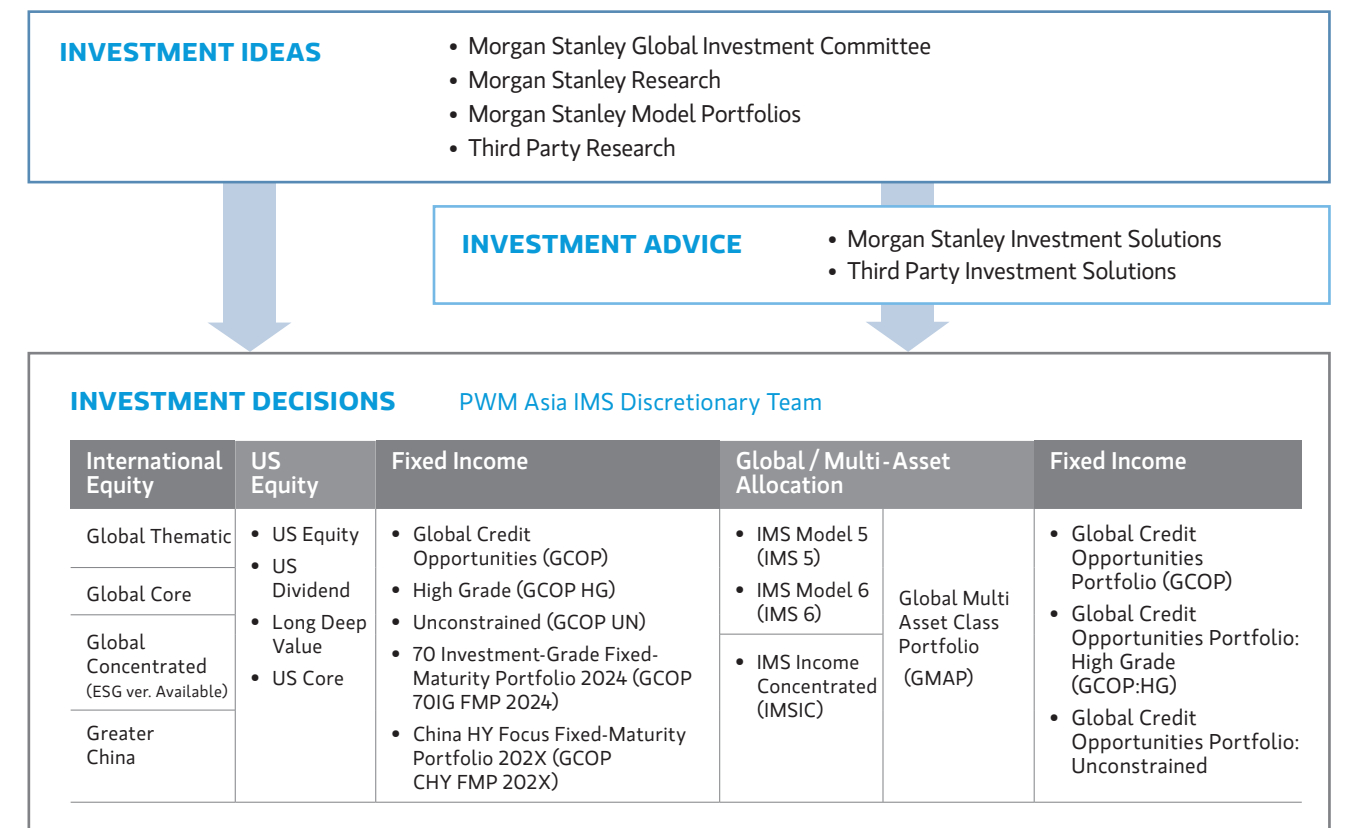
Leveraging our Global Investment Committee (GIC); senior professionals from the firm and outside market experts.

### Modern Asset Allocation Techniques

Sophisticated models and tools to generate a long-term framework for managing and growing wealth.

### Expanded Investment Portfolios

A wide range of multi-asset class, equity and fixed income portfolios, and best of breed third-party managed funds.







## Investment Management Services (IMS) — Wealth Planning

**Wealth accumulation** is followed by wealth **preservation**, which in turn is followed by wealth **transfer**. The management of these three wealth phases requires careful planning and long-term commitment.

PWM Asia is committed to providing an unbiased and comprehensive view of wealth planning solutions. Leveraging our global resources and network of external\* professional firms to achieve your goals.



Multi-Generational  
Family Structures



Trust and  
Estate Planning



Insurance  
Referral

\* Morgan Stanley is not licensed to provide these services, but can refer you to selected external professionals.



## Investment Financing Group (IFG)

**IFG** provides advisory services for liquidity and monetization strategies to clients with cash or margin needs. IFG also advises on booking or custody structures for client accounts.



- Deposits
- Certificates of Deposits / Cash Notes
- Money Market Funds

- Margin lending
- Bank lending
- Structured Lending
- Securities Based Lending
- Delta-One
- Referrals

- US-affiliate Shares & Conversions
- Stock Options
- PDP (10b5 sells)
- Buy-backs, Block
- Bespoke Financing

\* Morgan Stanley is not licensed to provide these services, but can refer you to selected external professionals.  
\* Certificate of Deposit is not a protected deposit and is not protected by the Deposit Protection Scheme in Hong Kong



# Strategic Advisory Solutions (SAS)

SAS provides our PWM clients with holistic solutions to their personal, corporate and family needs, and acts as a bridge between Investment Banking and Private Wealth Management.

## SAS PROVIDES ACCESS TO INSTITUTIONAL OFFERING

SAS provides PWM clients with the ability to participate in select investment opportunities offered through Morgan Stanley's institutional platform, including:

- New bond issuance
- Equity IPO
- M&A
- Convertible Bonds
- Loans

## SAS BRINGS INVESTMENT BANKING PLATFORM TO PWM

SAS engages PWM clients in strategic dialogue regarding their corporate needs.

- Many UHNW clients are entrepreneurs or shareholders of major corporates
- SAS assists clients to explore strategic opportunities outside of traditional Private Banking services



# Investment Banking Division (IBD) & Global Capital Markets (GCM)

Corporations, organizations and governments around the world rely on Morgan Stanley's reputation as a global leader in investment banking. Our IBD and GCM advisory and capital-raising services are recognized as among the best in the industry.

## OUR IBD/GCM PRODUCTS

### Mergers & Acquisitions (M&A)

- Includes M&A advisory, restructuring advisory, defense advisory

### Equity Capital Markets (ECM)

- Includes IPOs, private placements, follow-ons, convertible bonds, block trades, rights offering, share buybacks, collar financing, margin loans

### Fixed Income Capital Markets (FICM)

- Includes bonds, loans, relationship lending, credit rating advisory, hedging

## OUR INDUSTRY COVERAGE



Consumer and Retail



Financial Institutions



Industrials, Global Power & Utilities and Transportation



Healthcare



Natural Resources



Real Estate



Technology, Media & Communication



Financial Sponsors



# Research



Our objective at **Morgan Stanley Research** is to help clients generate alpha. Our research leverages our globally integrated platform of talented analysts, strategists, and economists, exemplifying our global perspective and collaborative culture.

480+ Equity Analysts	30+ Equity Strategists	60+ Fixed Income Strategists	30+ Economists
30+ Quant & Data Strategists	~3,300 Stocks Worldwide	88% of MSCI World covered	

## FIVE RESEARCH PRODUCT CATEGORIES

<b>Bluepapers</b>	Thematic reports framing the investment implications of systemic industry shifts or the evolution of major macro themes over long time horizons.
<b>Insights</b>	Break new ground on key investment themes and debates, offering proprietary in-depth analysis on topics ranging from single stocks to macroeconomics.
<b>Ideas</b>	Showcase our analysts' higher-conviction calls with forward-looking stock/industry/asset class/macro analysis.
<b>Updates</b>	Analyze news, events, and data points that are relevant to investment debates.
<b>Foundations</b>	Distill in-depth knowledge of company, industry, asset class, and macro fundamentals.

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# PWM Asia Marketing

## Morgan Stanley Investor Events

Feature presentations and panel discussions from corporate executives, policy makers, think tanks, industry experts, and Morgan Stanley analysts, economists, and strategists.





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As a Deposit Protection Scheme (DPS) member, MSBAL must make it known to the public that we are a member of DPS. The Certificate of Deposit is not a protected deposit under the Deposit Protection Scheme in Hong Kong and is not protected by the Deposit Protection Scheme in Hong Kong. Cash held in our Singapore branch is not a protected deposit under the Deposit Protection Scheme in Hong Kong and is not protected by the Deposit Protection Scheme in Hong Kong. The term deposit held in our Singapore branch is not a protected deposit under the Deposit Protection Scheme in Hong Kong and is not protected by the Deposit Protection Scheme in Hong Kong.

The information provided herein has been prepared solely for informational purposes and is not an offer to buy or sell the securities or instruments mentioned or to participate in any particular trading strategy. This presentation contains information that is based upon information generally available to the public reasonably believed to be reliable ("Public Information"). No representation is given with respect to the accuracy or completeness of the Public Information, and it may change without notice. Morgan Stanley and others associated with it may make markets or specialize in, have or may in the future enter into principal or proprietary positions (long or short) in and effect transactions in securities of companies or trading strategies mentioned or described herein and may also perform or seek to perform investment banking, brokerage or other services for those companies and may enter into transactions with them.

We remind investors that equity investments are subject to market risk and will fluctuate in value. Any investments discussed in this communication may be unsuitable for investors depending upon their specific investment objectives and financial position. Where an investment is denominated in a currency other than the investor's currency, changes in rates of exchange may have an adverse effect on the value, price of, or income derived from the investment. Past performance is not indicative of future returns. No representation or warranty is made that any returns indicated will be achieved. To the extent that there are details of investment returns, certain assumptions may have been made. Changes to the assumptions may have a material impact on any returns detailed. Potential investors should be aware that certain legal, accounting and tax restrictions, margin requirements, commissions and other transaction costs and changes to the assumptions set forth herein may significantly affect the economic consequences of the transactions discussed herein. The information contained herein is not intended as tax, legal or investment advice.

The trading of futures or options on futures contains inherent risks. We remind investors that these investments are subject to market risk and will fluctuate in value.

High yield investments can produce income at the expense of capital growth or the capital value of the investment. High volatility investments may be subject to sudden and large falls in value and there could be a large loss on realization which could be equal to the amount invested.

Derivatives also involve specific risks depending on the type involved. These risks include (but may not be limited to) risks relates specifically to market risk, management risk, credit risk liquidity risk, the risk of mispricing or improper valuation of derivatives and the risk that derivatives may not correlate perfectly with underlying assets.

The risk of loss in financing a transaction by deposit of collateral is significant. You may be called upon to make additional margin deposits, and if the required collateral is not paid on time, your collateral may be liquidated without consent.

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