



Enhanced Return Investments

The following is a transcript of an educational video prepared by Bank of America Merrill Lynch relating to Enhanced Return Market-Linked Investments.

Market-Linked Investments

Client Education Video Series

ENHANCED RETURN INVESTMENTS

Visuals/Motion Graphics

Audio





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I'm Brian Partridge of the Merrill Lynch Market-Linked Investments group.

At Merrill Lynch, we have **four** basic categories of Market-Linked Investments. Market Downside Protection, Enhanced Income, Enhanced Return, and Market Access.

Each category has certain features that make them more appropriate for different types of investors.

Some, like Market Downside Protection, are geared to more conservative, long-term investors.

But others have a **shorter** term and different risk/return characteristics. They're designed to take advantage of specific opportunities... or, in some cases, to turn challenges **into** opportunities.

CHALLENGES

OPPORTUNITIES

ENHANCED
RETURN



One example of this is **Enhanced Return Market-Linked Investments**, which are designed to help investors **enhance** their returns... **without** increasing their risk.

They can be especially effective in the kind of flat or “sideways” markets that often accompany periods of low growth and challenging economic times.

During a time when the market might be up just a few percentage points, these kinds of investments allow you to earn some multiple of that return ... without putting a multiple of your capital at risk if the market ends up going down.

 **ENHANCED INCOME**

HOW IT WORKS

14 MONTHS

3x POSITIVE RETURN

1x NEGATIVE RETURN



Let me give you some examples to show you what I mean.

As we've said, most Market-Linked Investments are like **bonds** ... issued for a fixed number of months or years.

A typical Enhanced Return investment might be issued for **14 months**. And it could give you **3x** the positive return of the asset it's linked to, yet only 1x the negative return.

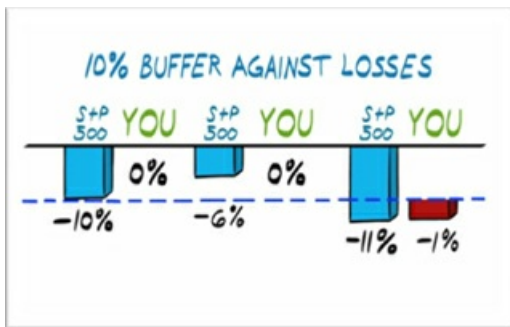
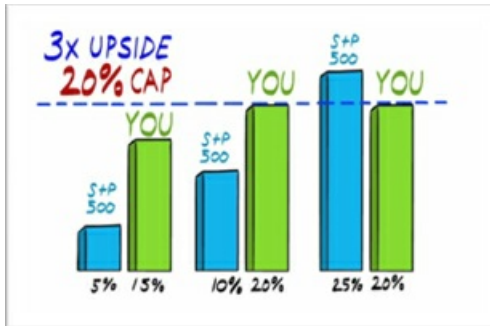
Let's assume your investment is linked to the S&P 500 Index.

At the end of the 14 months, if the S&P is up 6%, you'll receive your original investment at maturity, plus a return based on 3x the 6% return ... or **18% total return**.

But, if the S&P is **down** 6%, you will only lose 6% -- and still get back 94% of your original investment.

Because, remember, these investments increase your returns on the upside, but do **not** increase your losses on the downside.


ENHANCED RETURN
CAPS
AND
BUFFERS



Depending on the specific type of Enhanced Return investment you have, it could also have some features you should know about.

Most are subject to some sort of “**cap**.”

While your upside is enhanced, there is usually a cap, or upper limit, on just how high your returns can go.

If your Enhanced Return investment provides 3x the upside and has a 20% cap, you’ll make 3x any returns ... but only up to 20%.

Some Enhanced Return Market-Linked Investments also have what is known as a “**buffer**.”

What’s a buffer?

It’s a way of buffering, or limiting, the amount your investment can go **down**. If your investment has a 10% buffer, you’re protected against the first 10% decline in the index. So in that same example where the S&P is down 6% ... you’d still get back 100% of your money. In fact, the S&P would have to go down 11% for you to experience the first 1% of losses.

 **ENHANCED RETURN
BENEFITS
AND
RISKS**



✓ **ENHANCED RETURNS**



✓ **REDUCED DOWNSIDE**



✓ **PRINCIPAL AT RISK**

So here are the main benefits and risks of Enhanced Return Market-Linked Investments:

They give you the potential for **enhanced returns without increased risk....** and **some even give you a reduced downside.**

Still, your principal is at risk. ... Even with a buffer, if the linked asset performs poorly you **could** lose a substantial portion of your investment, depending on how much the index or asset declines over the term of the investment.



✓ YOU COULD MAKE LESS



✓ ALL BONDS
SUBJECT TO RISK

BENEFITS
RISKS



Because of the cap, if the linked asset performs very **well**, there is also a chance you could end up making **less** than you would with a direct investment in the index or the asset.

And, like all bonds, these investments are subject to **credit risk**. Any payments you're owed are always dependent on the ability of the issuing bank or company to meet its obligations.

All Market-Linked Investments involve benefits and risks.

Talking with your Financial Advisor is the best way to learn which of these investments might be right for your individual investment strategy.

I'm Brian Partridge. Thanks for watching.



IMPORTANT NOTE

This Video provides an overview of Market Linked Investments and types of market linked investments available from Merrill Lynch. It does not provide the terms of any specific security proposed to be sold.

Merrill Lynch will furnish you with a prospectus that contains the terms of the relevant offering. Prior to any decision to invest, you should carefully read that prospectus for a detailed explanation of the terms, risks, tax treatment and other relevant information. Additionally, you should consult your accounting, legal or tax advisors before investing.

You should understand the nature of the MLI and the market environment related to the linked asset.

Before making a decision to invest, you need to understand the characteristics of the specific offering as well as the characteristics of the linked asset. Depending on the particular MLI, risk may include the loss of principal and the possibility that the investment will decline in value. Some Market Linked Investments have a cap or a limit on the upside participation in the appreciation of the linked asset.

MLIs are subject to the credit risk of the issuer of the note.

Market Linked Investments are obligations of the issuing company and like any debt security, you will be subject to credit risk of the issuer. Market Linked Notes are not secured and are not backed by FDIC insurance or other governmental support. Any returns, including the repayment of principal, are subject to the credit risk of the issuer of the Market Linked Investment, including those that are subject to downside market protection (or "principal protected").

MLIs may have limited liquidity depending on market conditions.

If you want to sell the note prior to maturity, Merrill Lynch is not obligated to make a secondary market in any Market-linked Investment.

Prior to selling any particular Market Linked Investment, the issuer will have filed a registration statement, including a prospectus, with the Securities and Exchange Commission (SEC) containing more complete information about the potential offerings of the type described in this Video. Before investing, you should carefully read the relevant prospectus and the other documents filed by the issuer with the SEC. You may obtain these documents without cost by visiting EDGAR on the SEC Website at www.sec.gov. Alternatively, the issuer or Merrill Lynch will arrange to have the documents sent to you by calling Merrill Lynch toll-free at 1-866-500-5408.