



## LastLook Barrier Reverse Convertible

Simplified Prospectus, 29 June 2010

### 3.525% (14.10% p.a.) on iShares MSCI Emerging Markets Index Fund in USD

7 July 2010 until 7 October 2010

LastLook Barrier Reverse Convertibles offer an attractive yield in the form of a coupon. The redemption depends on the performance of the Underlying. The investment made will either be redeemed at 100% or a cash amount reduced by the negative performance of the Underlying will be paid out (see Redemption Mode). The Coupon will be paid out in any case. As opposed to conventional Barrier Reverse Convertibles, the Barrier Observation of the LastLook Barrier Reverse Convertible only takes place at the close of the exchange on the Final Fixing Date.

Your market expectations: sideways to slightly positive

The following constitutes a Simplified Prospectus as defined by art. 5 of the Swiss Federal Act on Collective Investment Schemes (CISA).

#### 1. Product Description

**Issuer** Clariden Leu Ltd., Nassau Branch, Bahamas

**Lead Manager / Paying Agent** Clariden Leu Ltd., Zurich

**Rating** Aa2 (Moody's)

**Marketing Partner** Aspermont Financial Services

Underlying	Bloomberg	Strike Price	Barrier	Exchange
iShares MSCI Emerging Markets Index Fund	EEM UP	USD 37.57	USD 30.0560	NYSE Arca

**Swiss Sec. Number / ISIN** 11 474 370 / CH0114743708 (WKN: A1AYR5)

**Product Category** Complex product. Complex products require specific knowledge regarding the product and its associated risks. Therefore, it is recommended that the investor obtains adequate information regarding the risks associated with the specific product before making an investment decision. For more information on the product's risks, please see page 2.

**Product Type** Yield-Enhancement Products (category 1230: Barrier Reverse Convertibles), according to the Swiss Derivative Map of the Swiss Structured Products Association ([www.svsp-verband.ch](http://www.svsp-verband.ch))

**Issue Price** 100% (USD 1,000)

**Issue Size** USD 6,000,000 (6,000 LastLook Barrier Reverse Convertibles)

**Denomination** USD 1,000 (Notional Amount) = 1 LastLook Barrier Reverse Convertible

**Strike Price** 100% of the official closing price of the Underlying on the relevant Exchange on the Initial Fixing Date

**Barrier** 80% of the Strike Price

**Initial Fixing Date** 29 June 2010 (determination of the Strike Price)

**Payment Date** 7 July 2010 (payment of the Issue Price)

**Coupon** 3.525% (14.10% p.a.), bei Verfall ausbezahlt

**Interest Payment** 0.1325% (0.53% p.a.)

**Premium Payment** 3.3925% (13.57% p.a.)

**Coupon Payment Date** 7 October 2010 (Following Business Day Convention)

**Last Trading Date** 1 October 2010 (until 12:00 p.m. CET)

**Final Fixing Date** 1 October 2010 (determination of the Final Fixing Price)

**Redemption Date** 7 October 2010 (redemption of the LastLook Barrier Reverse Convertibles)

**Barrier Observation** only at the close of the exchange on the Final Fixing Date

**Final Fixing Price** 100% of the official closing price of the Underlying on the relevant Exchange on the Final Fixing Date

**Redemption Mode** a) If the Final Fixing Price is equal to or higher than the Barrier, each LastLook Barrier Reverse Convertible will be redeemed at 100% of the Notional Amount (USD 1,000).

b) If the Final Fixing Price is lower than the Barrier, the redemption of each LastLook Barrier Reverse Convertible will be reduced from 100% of the Notional Amount by the percentage that the Underlying closes below the Strike Price.

**Minimum Trading Lot** USD 1,000 (1 LastLook Barrier Reverse Convertible)

**Accrued Interest** Will be accounted for separately

**Coupon Basis** 30/360

**Settlement** Cash settlement in USD

**Listing** None

**Calculation Agent** Clariden Leu Ltd., Zurich

**Publications** [www.myproducts.ch](http://www.myproducts.ch), SIX Telekurs Ltd (publication of incidental changes and adjustments to the terms and conditions of the LastLook Barrier Reverse Convertibles, e.g. in consequence of an extraordinary event); Bloomberg <CLZH>, Reuters <CLARIDENLEU> (publication of prices)

#### Information / Trading

This Simplified Prospectus can be obtained free of charge from:

Clariden Leu Ltd.

Structured Products

CH-8070 Zurich

Telephone: +41 (0) 844 844 002\*

E-mail: [info@myproducts.ch](mailto:info@myproducts.ch)

Internet: [www.myproducts.ch](http://www.myproducts.ch)

\* Please note that conversations on this line are recorded. We will assume your consent.

The original version of this Simplified Prospectus is in German; versions in other languages are non-binding translations only.



<b>Clearing</b>	SIX SIS Ltd, Clearstream Banking, Euroclear
<b>Form of Securities</b>	LastLook Barrier Reverse Convertibles are issued in the form of <i>unverurkundete Wertrechte</i> (dematerialised securities) by registration with SIX SIS Ltd. The LastLook Barrier Reverse Convertibles will not be issued in physical or certificated form, but will be maintained while the LastLook Barrier Reverse Convertibles are outstanding as intermediated securities under the Swiss Federal Act on Intermediated Securities. Title to the LastLook Barrier Reverse Convertibles passes by registration with SIX SIS Ltd.
<b>Claim</b>	Unsubordinated / unsecured
<b>Secondary Market</b>	Under normal Market conditions, secondary trading will be maintained throughout the term of the product, during which the bid and offer prices may differ (spread).
<b>Sales Restrictions</b>	USA, U.S. Persons, UK, European Economic Area, Bahamas, Switzerland (this product may not be publicly distributed in or from Switzerland)
<b>Governing Law / Jurisdiction</b>	Swiss law; exclusive place of jurisdiction is Zurich

<b>Taxes</b>	No Swiss withholding tax, no stamp tax at issuance (primary market) and on secondary market transactions. The Interest Payment is subject to Swiss income tax for Swiss resident private investors. The Premium Payment qualifies as tax free capital gain for Swiss resident private investors and private assets. This product classifies as transparent, IUP (Interest Unique Predominant). Certain payments made by Swiss paying agents to EU resident individuals with respect to these LastLook Barrier Reverse Convertibles will be subject to EU withholding tax. The Swiss paying agents may therefore withhold such amounts as are necessary to pay the EU withholding tax (TK-Code 6; "in scope"). The aforementioned taxes are valid at the time of launch of the issue and are not exclusive. Any taxation will depend on the investor's personal circumstances. The relevant tax laws or the regulations of the tax authorities are subject to change. Clariden Leu Ltd. expressly excludes all liability in respect of any tax implications.
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## 2. Profit and Loss Prospects

Each LastLook Barrier Reverse Convertible entitles its holder to receive the Coupon, regardless of the performance of the Underlying. The LastLook Barrier Reverse Convertibles are conditionally capital protected, i.e. they are capital protected if the Underlying closes at or above the Barrier on the Final Fixing Date. The LastLook Barrier Reverse Convertibles will be redeemed according to the Redemption Mode: If the Final Fixing Price is equal to or higher than the Barrier, each LastLook Barrier Reverse Convertible will be redeemed at 100% of the Notional Amount. If the Final Fixing Price is lower than the Barrier, the redemption of each LastLook Barrier Reverse Convertible will be reduced from 100% of the Notional Amount by the percentage that the Underlying closes below the Strike Price.

The potential profit is limited to the Coupon. The maximum loss an investor may sustain consists in a total loss of the invested amount.

## 3. Risks

This investment product is a complex structured financial instrument and involves a high degree of risk. It is intended only for investors who understand and are capable of assuming all risks involved. Before entering into any transaction, investors should determine if this product suits their particular circumstances and should independently assess (with the assistance of any professional advisers) the specific risks (maximum loss, currency risks, etc.) and the legal, regulatory, credit, tax and accounting implications. The Issuer and/or its affiliates make no representation as to the suitability or appropriateness of this investment product for any particular investor or as to the future performance of this investment product. This document does not replace a personal conversation with your relationship manager, which is recommended by Clariden Leu Ltd. before any investment decision.

LastLook Barrier Reverse Convertibles are derivative financial instruments and do not constitute collective capital investments within the meaning of the Federal Act on Collective Investment Schemes (CISA). Accordingly, they are not subject to the regulations of the CISA or the supervision of the Swiss Financial Market Supervisory Authority (FINMA). Consequently, the investor does not have the benefit of the specific investor protection provided by the CISA.

The investor is subject to the risk of an impairment of the Issuer's financial strength; therefore, the value of this investment does not only depend on the performance and quality of the Underlying but also on the Issuer's creditworthiness. The product is a direct, unsubordinated, unconditional and unsecured obligation of Clariden Leu Ltd. and ranks equally with all of its other obligations of the equivalent type. The rating of Clariden Leu Ltd. is Aa2 (Moody's). Clariden Leu Ltd. is subject to the supervision of FINMA.

The investor may be exposed to a currency risk, if the product is denominated in another currency than that of the country in which the investor is resident. Currency fluctuations may therefore have an impact on the value of the investment.

The iShares MSCI Emerging Markets ETF is not authorized for public distribution in or from Switzerland. An investor should consider the composition, investment criteria, risks, charges and expenses of the Fund carefully before investing.

An investment in these LastLook Barrier Reverse Convertibles is not the same as an investment in the Underlying. Changes in the market value of the Underlying may not result in a comparable change in the value of the LastLook Barrier Reverse Convertibles. The potential loss associated with an investment in these LastLook Barrier Reverse Convertibles is limited to the difference in percent between the Strike Price and the Final Fixing Price, which may lead to a complete loss of the investment made. Nevertheless, the LastLook Barrier Reverse Convertibles may trade considerably below the Issue Price during their term, regardless of the Barrier being reached or breached. The coupon will be paid in any case. For further details please consult the risk disclosure brochure "Special Risks in Securities Trading", which can be obtained free of charge from Clariden Leu Ltd.

Investments in this product may be exposed to emerging market risks which are among others: a certain degree of political instability, relatively unpredictable financial markets and economic growth patterns, a financial market that is still at the development stage or a weak economy.

In connection with the product, the Issuer and/or its affiliates may pay to third parties, or receive from third parties as part of their compensation or otherwise, one-time or recurring remunerations (e.g. placement or holding fees). Please contact Clariden Leu Ltd. for further information.

**This document constitutes a Simplified Prospectus as defined in art. 5 CISA. It does not constitute a listing prospectus under the rules of the SIX Swiss Exchange nor a prospectus in the sense of Art. 652a resp. 1156 of the Swiss Code of Obligations. It is not the result of a financial analysis or research and therefore it is not subject to the Swiss Bankers Association "Directives on the Independence of Financial Research". This document has been produced by Clariden Leu Ltd., Zurich, solely for information purposes and does not constitute an offer or a solicitation of an offer to purchase or to sell any securities. The legally binding terms may be obtained directly from Clariden Leu Ltd.**

<b>Information / Trading</b>	This Simplified Prospectus can be obtained free of charge from:	
	Clariden Leu Ltd.	Telephone: +41 (0) 844 844 002*
	Structured Products	E-mail: info@myproducts.ch
	CH-8070 Zurich	Internet: www.myproducts.ch
	* Please note that conversations on this line are recorded. We will assume your consent.	
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