

# Big data

Valuable knowledge buried in floods of data

## UBS Certificate linked to the Solactive Big Data Index

### Valuable knowledge buried in floods of data

“Big data” could change our modern, increasingly networked world forever. Big data is all about analysing huge amounts of data to capture any valuable and usable information. For example, a company correctly deploying big data technology could better adapt to target groups than without these technologies. There are also other potential applications outside the business world. Example uses could include improving public transport flows at peak times, more accurately predicting voting behaviour and detecting credit card fraud more easily than before. Companies that have committed to big data tend to offer analytics programs that use sophisticated algorithms to search for viable patterns within massive volumes of data and discover new correlations and insights. Customers of big data companies can gain a new perspective on success-critical facts to help them optimize business processes and even develop new business models.

### The potential in big data services

Due to the ever-increasing number of new apps, data quantities around the world are increasing exponentially. According to details from the British market researcher IDC, the digital universe had already reached a size of six zettabytes in 2014 (around six trillion gigabytes). Due to this flood of data, data analysis business is also experiencing a boom, which in turn is leading to increased spending in areas like infrastructures, networks, software and IT security.)

### Big data – products and services

Big data companies primarily offer software solutions for analysing and visualizing large volumes of data in companies, public bodies, the sciences and other areas. They often help potential customers set up the requisite IT infrastructure to enable the efficient storage, administration and utilization of data generated within an enterprise. Many big data companies offer everything from a single source: from advisory services to software and also hardware. Companies that choose modern data analyses are generally very impressed with the results. According to a survey by the consulting agency Accenture<sup>1</sup>, at any time, e.g. immediately after an initial public offering, provided they meet the quality standards.



### UBS Certificate linked to the Solactive Big Data Index

Currency	Alpha Code	ISIN
ZAR	UBDATA	ZAE000302139

[keyinvest-za.ubs.com](http://keyinvest-za.ubs.com)

which included more than 1,000 participants from 19 countries, nine out of ten managers, which equates to 92 percent, are very satisfied with the results achieved. 89 percent of those surveyed are of the opinion that Big Data is very or extremely important for the digital transition within their businesses<sup>1</sup>.

### Transparent index process

Based on the specifications of the index provider Solactive AG, the Solactive Big Data Index target the pioneers in the big data industry. Only companies that meet several quality standards are included on the shortlist. Every index member needs to demonstrate that a significant share of its business is focused on the big data sector, or that the company is currently developing its own big data division with the potential to bring in a major share of overall revenue. The concept of the indices also takes account of the dynamic environment of this highly innovative business segment, as at pre-sent no-one knows what direction the developments of big data will take and which companies will ultimately dominate. The respective index concept therefore provides for a “fast entry” rule alongside the twice-yearly index adjustments, which take place in March and September: This ensures that stock companies can be incorporated in the index.

This also means that the equities of each company have to be listed with an exchange that grants trading access to foreign

investors without restrictions. Furthermore, to be included in the index, market capitalization must amount to at least 50 million US dollars and the average daily trading volume for the past three months must amount to at least 250,000 US dollars for reasons of liquidity. When the index is adjusted, all index members are weighted equally.

### The product solution

The UBS Certificate linked to the Solactive Big Data Index tracks the performance of the underlying index, which reinvests any net dividends from index.

### Opportunities

- Equity-linked participation in the growth potentials of the big data industry.
- Transparent and targeted index structure that can also add new index members at any time ("Fast Entry" rule) in order to react quickly to the development dynamics in the big data sector.
- The selection of index members from the big data sector, to which special growth potential can be assigned is carried out by the index provider Solactive AG.
- Diversification within the big data sector through several equities with a regular index review twice a year.
- Tradable every trading day under normal trading conditions.

### Risks

- No capital protection: investors run the risk of losing their investment if the price of the underlying index worsens.
- The big data sector is a relatively young economic sector and it is not yet certain whether it will fulfil its expectations and which companies will actually succeed.
- Investors bear the issuer risk and could lose their investment if the issuer files for bankruptcy.
- The issuer intends to ensure liquidity in normal market phases on trading days. However, investors should realise that they may not be able to buy / sell the product at any point in time.

- As the stocks included in the index may be listed in different currencies and the product does not have any currency hedges, the investor may also be exposed to an exchange rate risk, which may adversely affect the value of the product.
- The issuer has the right to terminate the product if certain conditions are met.

### UBS Certificate linked to the Solactive Big Data Index

Underlying	Solactive Big Data Net Total Return Index (USD)
Bloomberg code	SOLDATAU Index
ISIN	ZAE000302139
Issuer	UBS AG, London Branch
UBS AG credit rating	S&P A+   Moody's Aa3   Fitch A+
Primary exchange	Johannesburg Stock Exchange
Management fee	0.40% p.a.
Issue date	06 September 2021
Maturity date	08 September 2026
Issue price	ZAR 100.00
Settlement currency	ZAR
Alpha Code	UBDATA

### Investor profile

Solutions for investors with experience in stock market topics and structured products and with a medium to increased risk tolerance who would like to participate in the performance of the equities included in the index at little capital and administrative expense.

The product documentation, i.e. the applicable pricing supplement and termsheet can be found on [keyinvest-za.ubs.com](https://keyinvest.za.ubs.com)

Further information about the Index and the methodology used to compute the level of the index is available at the website of the index calculator.

<sup>1</sup>Accenture, Big Success with Big Data, 2017

**Disclaimer**

These materials have been prepared by UBS AG and/or a subsidiary and/or an affiliate thereof ("UBS").

These materials are for distribution only under such circumstances as may be permitted by applicable law. They have not been prepared with regard to the specific investment objectives, financial situation or particular needs of any specific recipient. They are published solely for informational purposes and are not to be construed as a solicitation or an offer to buy or sell any securities or related financial instruments or to participate in any particular trading strategy. Options, derivative products and futures are not suitable for all investors, and trading in these instruments is considered risky. The recipient should not construe the contents of these materials as legal, tax, accounting, regulatory, or other specialist or technical advice or services or investment advice or a personal recommendation. Foreign currency rates of exchange may adversely affect the value, price or income of any security or related instrument mentioned in these materials. No representation or warranty, either express or implied, is provided in relation to the accuracy, completeness or reliability of the information contained herein except with respect to information concerning UBS, nor is it intended to be a complete statement or summary of the securities markets or developments referred to in these materials or a guarantee that the services described herein comply with all applicable laws, rules and regulations. They should not be regarded by recipients as a substitute for the exercise of their own judgment. Any opinions expressed in these materials are subject to change without notice and may differ or be contrary to opinions expressed by other business areas or groups of UBS as a result of using different assumptions and criteria. UBS is under no obligation to update or keep current the information contained herein, and past performance is not necessarily indicative of future results. UBS, its directors, officers, employees or clients may have or have had interest or long or short positions in the securities or other financial instruments referred to herein and may at any time make purchases and/or sales in them as principal or agent. UBS may act or have acted as market-maker in the securities or other financial instruments discussed in these materials. Furthermore, UBS may have or have had a relationship with or may provide or have provided investment banking, capital markets and/or other financial services to the relevant companies. Neither UBS nor any of its directors, officers, employees or agents accepts any liability for any loss or damage arising out of the use of all or any part of these materials or reliance upon the information contained herein. Additional information may be made available upon request. Not all products or services described herein are available in all jurisdictions and clients wishing to effect transactions should contact their local sales representative for further information and availability.

For further important country-specific information, please see the following link: [keyinvest-za.ubs.com](https://keyinvest-za.ubs.com)

UBS specifically prohibits the redistribution or reproduction of these materials in whole or in part without the written permission of UBS and UBS accepts no liability whatsoever for the actions of third parties in this respect. UBS South Africa (Pty) Ltd is a financial services provider authorised by the Financial Sector Conduct Authority (FSP 7328).

© UBS 2023. The key symbol and UBS are among the registered and unregistered trademarks of UBS. All rights reserved.

**UBS AG, London Branch**

5 Broadgate  
London, EC2M 2QS

**UBS South Africa (Pty) Ltd**

8th Floor South Wing  
144 Oxford Road  
Johannesburg, 2196

keyinvestza@ubs.com  
ubs.com/keyinvest  
+27 11 322 7129 / 7317\*

\*Please note that calls to numbers marked with \* may be recorded. When you call these numbers, we assume that you consent to this business practice.

