

## 13.75% p.a. Reverse Convertible on Holcim

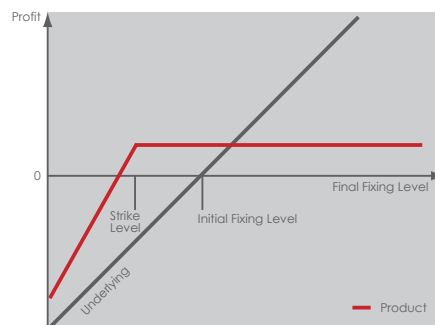
Final Fixing Date 21/04/2010; issued in CHF; not listed

### Market expectation

The Underlying will trade sideways to slightly higher.  
The Underlying will not close below the Strike Level on the Final Fixing Date.

### Product description

This Product offers the Investor a Coupon Rate regardless of the performance of the Underlying during the lifetime. If at the Final Fixing Date the Underlying closes above the Strike Level, the Investor will receive the Denomination at the Redemption Date. Otherwise the Investor will receive at the Redemption Date either a Cash Settlement in the Settlement Currency or a Delivery of Underlying as the case may be and as described under "Redemption" below.



### Underlying

Underlying	Related Exchange	Bloomberg Ticker	Initial Fixing Level (100%)	Strike Level (90.00%)	Conversion Ratio
HOLCIM LTD-REG	SWX Europe	HOLN VX	CHF 51.50	CHF 46.35	21.5750

### Product Details

Swiss Security Number	<b>10085485</b>
ISIN	<b>CH0100854857</b>
Issue Price	100.00%
Issue Size	CHF 5'000'000 (can be increased at any time)
Denomination	CHF 1'000
Settlement Currency	CHF
Bondfloor at issuance	100.00% (implied Yield: 0.60%)
Coupon Rate	13.75% p.a. The Coupon Rate is split in two components for Swiss taxation purposes: Interest Component 0.60% p.a. Option Premium Component 13.15% p.a.
Coupon Amount(s) and Coupon Payment Date(s)	The Coupon Amount(s) will be paid in the Settlement Currency on the respective Coupon Payment Date(s). Following Business Day Convention applies.  CHF 137.50 paid on 28/04/2010

### Dates

Subscription End Date	21/04/2009 14.00 CET
Initial Fixing Date	21/04/2009
Issue Date	28/04/2009
Last Trading Day	21/04/2010
Final Fixing Date	21/04/2010 (subject to Market Disruption Event provisions)
Redemption Date	28/04/2010 (subject to Settlement Disruption Event provisions)

## Redemption

---

The Coupon Amount(s) will be paid in any case at the respective Coupon Payment Date(s). In addition the Investor is entitled to receive from the Issuer on the Redemption Date per Product:

<b>Scenario 1</b>	If the Final Fixing Level is at or below the Strike Level, the Investor will receive a predefined round number (i.e. Conversion Ratio) of the Underlying per Product. Any potential fractional Conversion Ratio entitlements (Fraction of Underlyings), will be paid in cash based on the Final Fixing Level.
<b>Scenario 2</b>	If the Final Fixing Level is above the Strike Level, the Investor will receive a Cash Settlement in the Settlement Currency equal to: Denomination
Initial Fixing Level	An observed price of the Underlying on the Initial Fixing Date on the Related Exchange, as determined by the Calculation Agent.
Final Fixing Level	Official close of the Underlying on the Final Fixing Date on the Related Exchange, as determined by the Calculation Agent.

## General Information

---

Issuer	EFG Financial Products (Guernsey) Ltd., St Peter-Port, Guernsey
Guarantor	EFG International AG, Zurich, Switzerland (Rating: Fitch A with stable outlook, Moody's A2 with stable outlook)
Lead Manager	EFG Financial Products AG, Zurich, Switzerland
Calculation Agent	EFG Financial Products AG, Zurich, Switzerland
Paying Agent	EFG Financial Products AG, Zurich, Switzerland
Listing/Exchange	not listed
Secondary Market	Daily price indications will be available from 09:15 - 17:15 CET on www.efgfp.com, Thomson Reuters [ISIN] and Bloomberg [ISIN] Corp or on EFGZ.
Quoting Type	Secondary market prices are quoted clean; accrued Coupon Amount is NOT included in the prices.
Quotation Type	Secondary market prices are quoted in percentage.
Coupon Day Count Convention	30/360; Unadjusted; Accruing from and including the Issue Date to and excluding the original Redemption Date.
Settlement Type	Cash Settlement or Delivery of Underlying
Minimum Investment	CHF 1'000
Minimum Trading Lot	CHF 1'000
Selling Restrictions	USA, US persons, UK, EEA
Clearing	SIX SIS AG, Euroclear, Clearstream
Depository	SIX SIS AG
Form	Uncertificated Security / Book-entry
Governing Law/Jurisdiction	Swiss/Zurich

## Taxes

---

Swiss Federal Stamp Duty	Secondary market transactions are not subject to Swiss stamp duty. The possible Delivery of the Underlying may be subject to Swiss stamp duty.
Swiss Federal Income Tax	For tax purposes this Product is classified as transparent, where the majority of the return of the bond part is in the form of a discount or of one payment on the Redemption Date (IUP). Therefore, for private investors with tax domicile in Switzerland holding the Product as part of their private property, the Interest Component on the Coupon Payment Date(s) and increase of the value of the bond part (according to the "Modifizierte Differenzbesteuerung") at sale or at Redemption are subject to the Federal Direct Tax. The present value of the bond part at issue is the Bondfloor per unit. However, any gain derived from the option is considered as capital gain and is therefore for such taxpayers not subject to the Federal Direct Tax. The tax treatment regarding the cantonal and communal income taxes can differ from the tax treatment regarding the Federal Direct Tax. But in general the income tax treatments are corresponding.
Swiss Withholding Tax	The Product is not subject to the Swiss withholding tax.
EU Savings Tax	For Swiss paying agents, the Interest Component is subject to the EU savings tax (TK6).

The tax information only provides a general overview of the potential tax consequences linked to this Product at the time of issue. Tax laws and tax doctrine may change at any time, possibly with retroactive effect.

Investors and prospective Investors are advised to consult with their tax advisers with respect to the Swiss tax consequences of the purchase, ownership, disposition, lapse or exercise or redemption of a Product in light of their particular circumstances. The Issuer, the Guarantor and the Lead Manager hereby expressly exclude any liability in respect of any possible tax implications.

## Product Documentation

---

Only the Final Termsheet in English language together with the Programme containing all further relevant terms and conditions, as amended from time to time (the "Programme") shall form the entire documentation for this Product ("Product Documentation"), and accordingly the Final Termsheet should always be read together with the Programme. Definitions used in the Final Termsheet, but not defined therein shall have the meaning given to them in the Programme.

Notices to Investors in connection with this Product shall be validly given in accordance with the terms and conditions of the Programme. In addition, any changes with regard to the terms and conditions of this Product, if not listed at SIX Swiss Exchange, shall be published on the internet at [www.efgfp.com](http://www.efgfp.com)

During the whole term of this Product, the Product Documentation can be ordered free of charge from the Lead Manager at Brandschenkestrasse 90, P.O. Box 1686, CH-8027 Zurich (Switzerland), via telephone (+41-(0)58-800 1000), fax (+41-(0)58-800 1010) or via e-mail ([termsheet@efgfp.com](mailto:termsheet@efgfp.com)).

## Risk Factors Relating to the Product

---

The risk of loss related to this Product is similar to an investment in the Underlying. Therefore, the Investor could lose the total capital invested if the Underlying value falls to zero. In case of Delivery of Underlying the Investor's custody bank may charge a transaction fee. However, the Investor will always receive the Coupon Amount for the Product irrespective of the redemption scenario applicable.

## Additional Risk Factors

---

Prospective Investors should ensure that they understand the nature of this Product and the extent of their exposure to risks and they should consider the suitability of this Product as an investment in the light of their own circumstances and financial condition. Products involve a high degree of risk, including the potential risk of expiring worthless. Potential Investors should be prepared in certain circumstances to sustain a total loss of the capital invested to purchase this Product. Prospective Investors shall consider the following important risk factors and see the section "Risk Factors" of the Programme (pages 5 et seq.) for details on all other risk factors to be considered.

The Product is a derivative financial instrument which does not qualify as a unit of a collective investment scheme according to the relevant provisions of the Federal Act on Collective Investment Schemes ("CISA"), as amended, and is not registered there under. Therefore, the Product is neither governed by the CISA nor supervised by the Swiss Financial Market Supervisory Authority (FINMA). Accordingly, Investors do not have the benefit of the specific Investor protection provided under the CISA.

The terms and conditions of the Product may be subject to adjustments during the lifetime of the Product as set out in the Programme.

Investors whose reference currency is not the Settlement Currency should be aware of their possible currency risk. The value of the Product may not correlate with the value of the Underlying(s).

### Risk Factors relating to the Issuer/Guarantor

Investors bear the credit risk of the Issuer and the Guarantor of the Product. The Products constitute unsubordinated and unsecured obligations of the relevant Issuer and/or the Guarantor and rank *pari passu* with each and all other current and future unsubordinated and unsecured obligations of the relevant Issuer and/or the Guarantor. The insolvency of each of the Issuer and the Guarantor may lead to a partly or total loss of the invested capital.

### Secondary Market

The Issuers and/or the Lead Manager or any third party appointed by the Issuers, as applicable, intends, under normal market conditions, to provide bid and offer prices for the Products on a regular basis. However, the Issuers and/or the Lead Manager, as applicable, make no firm commitment to provide liquidity by means of bid and offer prices for the Products, and assume no legal obligation to quote any such prices or with respect to the level or determination of such prices. In special market situations, where the Issuers and/or the Lead Manager is/are unable to enter into hedging transactions, or where such transactions are very difficult to enter into, the spread between the bid and offer prices may be temporarily expanded, in order to limit the economic risks of the Issuer and/or the Lead Manager.

## Additional Information / Disclaimer

---

### Prudential Supervision

EFG International AG, Zurich is regulated by the FINMA on a consolidated basis. EFG Financial Products AG, Zurich has a securities dealers licence issued by the FINMA and is under the supervision by the FINMA. EFG Financial Products (Guernsey) Ltd. falls within the consolidated regulatory supervision of EFG International AG by the FINMA and is neither licensed nor supervised by any Guernsey authority. Consent under the Control of Borrowing (Bailiwick of Guernsey) Ordinances has been obtained for the issue. Neither the Guernsey Financial Services Commission nor the States of Guernsey Policy Council takes any responsibility for the financial soundness of the Issuer or for the correctness of any of the statements made.

### Conflict of Interests

The Issuer and/or Guarantor and/or Lead Manager, as the case may be, may from time to time, as principal or agent, have positions in, or may buy or sell, or make a market as well as be active on both sides of the market at the same time in any securities, currencies, financial instruments or other assets underlying the products to which this document relates. The Issuer's trading and/or hedging activities related to this transaction may have an impact on the price of the Underlying and may affect the likelihood that any relevant Barrier Level, if any, is reached. In certain circumstances the Issuer and/or Lead Manager sells this Product to financial institutions or intermediaries at a discount to the Issue Price or reimburses a certain amount to such financial institutions or intermediaries ("Relevant Fees"). Further information is available on request.

#### No Offer

The indicative Termsheet should not be construed as an offer, recommendation or solicitation to conclude a transaction and should not be treated as giving investment advice.

#### No Representation

The Issuer makes no representation or warranty relating to any information herein which is derived from independent sources.

#### Selling Restrictions

No action has been or will be taken in any jurisdiction that would permit a public offering of the Products described herein, save where explicitly stated in the Product Documentation. The Products must be sold in accordance with all applicable selling restrictions in the jurisdictions in which they are sold.

