

# Morgan Stanley

## Key Information Document

### Purpose

This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

You are about to purchase a product that is not simple and may be difficult to understand.

### Product

Product name	Autocallable Barrier Phoenix Note Linked to an Index
Product identifier	ISIN: DE000MS0GWE6
PRIIP manufacturer	Morgan Stanley & Co. International plc (www.sp.morganstanley.com/eu). The product issuer is Morgan Stanley BV with a guarantee by Morgan Stanley.
Telephone number	+44-20-7425-8000
Competent authority of the PRIIP manufacturer	Authorised by the U.K. Prudential Regulation Authority and regulated by the U.K. Financial Conduct Authority and U.K. Prudential Regulation Authority
Date and time of production	31 May 2018 16:31 London local time

### 1. What is this product?

**Type** German law governed notes

#### Objectives

(Terms that appear in **bold** in this section are described in more detail in the table(s) below.)

The product is designed to provide a return in the form of (1) conditional interest payments and (2) a cash payment on termination of the product. The timing and amount of these payments will depend on the performance of the **underlying**. The product has a fixed term and will terminate on the **maturity date**, unless terminated early. If, at maturity, the **underlying** has fallen below the **barrier level**, the product may return less than the **product notional amount** or even zero.

**Early termination following an autocall:** The product will terminate prior to the **maturity date** if, on any **autocall observation date**, the **reference level** is at or above the **autocall barrier level**. On any such early termination, you will on the immediately following **autocall payment date** receive, in addition to any final interest payment, a cash payment equal to the autocall payment of EUR 1,000.00. No interest payments will be made on any date after such **autocall payment date**. The relevant dates are shown in the table(s) below.

Autocall observation date	Autocall payment date
13 February 2019	27 February 2019
13 August 2019	27 August 2019
13 February 2020	27 February 2020
13 August 2020	27 August 2020
15 February 2021	1 March 2021
13 August 2021	Maturity date

**Interest:** If the product has not terminated early, on each **interest payment date** you will receive an interest payment of EUR 16.00 if the **reference level** is at or above the **interest barrier level** on the immediately preceding **interest observation date**. If this condition is not met, you will receive no interest payment on such **interest payment date**. The relevant dates and **interest barrier levels** are shown in the table(s) below.

Interest observation date	Interest payment date
13 February 2019	27 February 2019
13 August 2019	27 August 2019
13 February 2020	27 February 2020
13 August 2020	27 August 2020
15 February 2021	1 March 2021
13 August 2021	Maturity date

**Termination on the maturity date:** If the product has not terminated early, on the **maturity date**, you will receive:

- if the **final reference level** is at or above the **barrier level**, a cash payment equal to EUR 1,000.00; or
- if the **final reference level** is below the **barrier level**, a cash payment directly linked to the performance of the **underlying**. The cash payment will equal (i) the **product notional amount** multiplied by (ii) (A) the **final reference level** divided by (B) the **strike level**.

Under the product terms, certain dates specified above and below will be adjusted if the respective date is either not a business day or not a trading day (as applicable). Any adjustments may affect the return, if any, you receive.

The product terms also provide that if certain exceptional events occur (1) adjustments may be made to the product and/or (2) the product issuer may terminate the product early. These events are specified in the product terms and principally relate to the **underlying**, the product and the product issuer. The return (if any) you receive on such early termination is likely to be different from the scenarios described above and may be less than the amount you invested.

When purchasing this product during its lifetime, the purchase price does not include accrued interest on a pro rata basis.

<b>Underlying</b>	STOXX EUROPE 600 UTILITIES INDEX (ISIN: EU0009658962; Bloomberg: SX6P Index)	<b>Barrier level</b>	85.00% of the <b>initial reference level</b>
<b>Asset class</b>	Equity	<b>Reference level</b>	The closing level of the <b>underlying</b> as per the <b>reference source</b>
<b>Product notional amount</b>	EUR 1,000.00	<b>Reference source</b>	STOXX

Issue price	100.00% of the product notional amount	Final reference level	The reference level on the final valuation date
Product currency	Euro (EUR)	Initial valuation date	27 August 2018
Underlying currency	EUR	Final valuation date	13 August 2021
Subscription period	5 July 2018 (inclusive) to 21 August 2018 (inclusive)	Maturity date / term	27 August 2021
Issue date	27 August 2018	Autocall barrier level	100.00% of the initial reference level
Initial reference level	The reference level on the initial valuation date	Interest barrier level	85.00% of the initial reference level
Strike level	100.00% of the initial reference level		

**Intended retail investor** The product is intended to be offered to retail investors who fulfil all of the criteria below:

- they have advanced knowledge and a comprehensive understanding of the product, its market and its specific risks and rewards, with relevant financial industry experience including either frequent trading or large holdings in products of a similar nature, risk and complexity, either independently or through professional advice;
  - they seek income, expect the movement in the underlying to perform in a way that generates a favourable return, have an investment horizon of the recommended holding period specified below and understand that the product may terminate early;
  - they accept the risk that the issuer or guarantor could fail to pay or perform its obligations under the product and they are able to bear a total loss of their investment; and
  - they are willing to accept a level of risk to achieve potential returns that is consistent with the summary risk indicator shown below.
- The product is not intended to be offered to retail clients who do not fulfil these criteria.

## 2. What are the risks and what could I get in return?

**Risk indicator**



Lower risk

Higher risk



**The risk indicator assumes you keep the product for 3 years. The actual risk can vary significantly if you cash in at an early stage and you may get back less. You may not be able to sell your product easily or may have to sell at a price that significantly impacts on how much you get back.**

The summary risk indicator is a guide to the level of risk of this product compared to other products. It shows how likely it is that the product will lose money because of movements in the markets or because we are not able to pay you.

We have classified this product as 5 out of 7, which is a medium-high risk class. This rates the potential losses from future performance at a medium-high level, and poor market conditions are unlikely to impact our capacity to pay you.

**Be aware of currency risk:** If the currency of your account is different to the currency of this product, you will be exposed to the risk of suffering a loss as a result of the conversion of the currency of the product into the account currency. This risk is not considered in the indicator shown above.

This product does not include any protection from future market performance so you could lose some or all of your investment.

For detailed information about all risks relating to the product please refer to the risk sections of the prospectus and any supplements thereto as specified in the section "7. Other relevant information" below.

**Performance scenarios** *Investment: EUR 10,000*

Scenarios		1 year	3 years (Recommended holding period)
<b>Stress scenario</b>	<b>What you might get back after costs</b>	EUR 4,681.65	EUR 4,028.15
	Average return each year	-53.18%	-26.15%
<b>Unfavourable scenario</b>	<b>What you might get back after costs</b>	EUR 6,928.09	EUR 5,916.19
	Average return each year	-30.72%	-16.05%
<b>Moderate scenario</b>	<b>What you might get back after costs</b>	EUR 9,327.17	EUR 10,160.00
	Average return each year	-6.73%	0.53%
<b>Favourable scenario</b>	<b>What you might get back after costs</b>	EUR 10,228.21	EUR 10,480.00
	Average return each year	2.28%	1.58%

This table shows the money you could get back over the next 3 years as well as the annualized return calculated on a compounded basis under different scenarios, assuming that you invest EUR 10,000. The scenarios shown illustrate how your investment could perform. You can compare them with the scenarios of other products. The scenarios presented are an estimate of future performance based on evidence from the past on how the value of this investment varies, and are not an exact indicator. What you get will vary depending on how the market performs and how long you keep the product. The stress scenario shows what you might get back in extreme market circumstances, and it does not take into account the situation where we are not able to pay you. In addition, you should note that the results shown for the intermediate holding period do not reflect estimates of the product's future value. You should therefore not base your investment decision on the results shown for this interim holding period.

The figures shown include all the costs of the product itself, but may not include all the costs that you pay to your advisor or distributor. The figures do not take into account your personal tax situation, which may also affect how much you get back.

## 3. What happens if Morgan Stanley BV is unable to pay out?

You are exposed to the risk that the issuer or guarantor might be unable to meet its obligations in connection with the product for instance in the event of bankruptcy or an official directive for resolution action. This may materially adversely affect the value of the product and could lead to you losing some or all of your investment in the product. The product is not a deposit and as such is not covered by any deposit protection scheme.

## 4. What are the costs?

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the investment return you might get. The total costs take into account one-off, ongoing and incidental costs.

The amounts shown here are the cumulative costs of the product itself, for two different holding periods. They include potential early exit penalties. The figures assume you invest EUR 10,000. The figures are estimates and may change in the future.

### Costs over time

<i>Investment: EUR 10,000</i>			
<i>Scenarios</i>	<i>If you cash in after 1 year</i>		<i>If you cash in at the end of the recommended holding period</i>
<b>Total costs</b>	EUR 542.49643		EUR 533.6112
<b>Impact on return (RIY) per year</b>	5.42496%		1.73004%

The costs shown in the table above represent how much the expected costs of the product would affect your return, assuming the product performs in line with the moderate performance scenario.

The person selling you or advising you about this product may charge you other costs. If so, this person will provide you with information about these costs, and show you the impact that all costs will have on your investment over time.

### Composition of costs

The table below shows:

- The impact each year of the different types of costs on the investment return you might get at the end of the recommended holding period.
- The meaning of the different cost categories.

#### *The table shows the impact on return per year.*

<b>One-off costs</b>	<i>Entry costs</i>	1.73004%	The impact of the costs already included in the price.
	<i>Exit costs</i>	0.00%	The impact of the costs of exiting your investment when it matures.
<b>Ongoing costs</b>	<i>Other ongoing costs</i>	0.00%	The impact of the costs that we take each year for managing your investments.

The costs shown in the table above represent the split of the reduction in yield shown in the costs over time table at the end of the recommended holding period.

## 5. How long should I hold it and can I take money out early?

### Recommended holding period: 3 years

The product aims to provide you with the return described under "1. What is this product?" above. However, this only applies if the product is held to maturity. It is therefore recommended that the product is held until 27 August 2021 (maturity).

The product does not guarantee the possibility to disinvest other than by selling the product either (1) through the exchange (if the product is listed) or (2) off-exchange, where an offer for such product exists. No fees or penalties will be charged by the issuer for any such transaction, however an execution fee might be chargeable by your broker if applicable. By selling the product before its maturity, you may receive back less than you would have received if you had kept the product until maturity.

<b>Exchange listing</b>	EuroTLX	<b>Price quotation</b>	Percentage
<b>Smallest tradable unit</b>	EUR 1,000.00		

In volatile or unusual market conditions, or in the event of technical faults/disruptions, the purchase and/or sale of the product can be temporarily hindered and/or suspended and may not be possible at all.

## 6. How can I complain?

Any complaint regarding the conduct of the person advising on, or selling, the product can be submitted directly to that person.

Any complaint regarding the product or the conduct of the manufacturer of this product can be submitted in writing at the following address: 25 Cabot Square, London E14 4QA, United Kingdom, by email to: [rspcomplaints@morganstanley.com](mailto:rspcomplaints@morganstanley.com). Please see also [www.sp.morganstanley.com/eu](http://www.sp.morganstanley.com/eu). Complaints should include the name of the product, ISIN and reason for the complaint.

## 7. Other relevant information

The information contained in this Key Information Document does not constitute a recommendation to buy or sell the product and is no substitute for individual consultation with your bank or advisor.

The product is not in any way sponsored, sold or promoted by any relevant stock market, relevant index, related exchange or index sponsor. Further information in respect of the index is available from the index administrator.

The offering of this product has not been registered under the U.S. Securities Act of 1933. This product may not be offered or sold, directly or indirectly, in the United States of America or to U.S. persons. The term "U.S. person" is defined in Regulation S under the U.S. Securities Act of 1933, as amended.

Any additional documentation in relation to the product, in particular, the issuance programme documentation, any supplements thereto and the product terms are published on [www.sp.morganstanley.com/eu](http://www.sp.morganstanley.com/eu), all in accordance with relevant legal requirements. These documents are also available free of charge from 25 Cabot Square, London E14 4QA, United Kingdom.