

6.82% p.a. USD GOAL Linked to worst of Walt Disney / Alphabet Inc. A / Microsoft Issued by UBS AG, London Branch



SVSP/EUSIPA Product Type: Reverse Convertible (1220) Valor: 51815748

Final Terms

This Product does not represent a participation in any of the collective investment schemes pursuant to Art. 7 ff of the Swiss Federal Act on Collective Investment Schemes (CISA) and thus does not require an authorisation of the Swiss Financial Market Supervisory Authority (FINMA). Therefore, Investors in this Product are not eligible for the specific investor protection under the CISA. Moreover, Investors in this Product bear the issuer risk.

This document (Final Terms) constitutes the Simplified Prospectus for the Product described herein; it can be obtained free of charge from UBS AG, P.O. Box, CH-8098 Zurich (Switzerland), via telephone (+41-(0)44-239 47 03), fax (+41-(0)44-239 69 14) or via e-mail (swiss-prospectus@ubs.com). The relevant version of this document is stated in English; any translations are for convenience only. For further information please refer to paragraph «Product Documentation» under section 4 of this document.

1. Description of the Product

Information on Underlying

Underlying(s)	Initial Underlying Level	Strike Level	Conversion Ratio
The Walt Disney Company Bloomberg: DIS UN / Valor: 984192	USD 145.20	USD 116.16 (80.00%)	1:43.0441
Alphabet Inc. Reg. Shares A Bloomberg: GOOGL UW / Valor: 29798540	USD 1,430.59	USD 1,144.47 (80.00%)	1:4.3688
Microsoft Corporation Bloomberg: MSFT UW / Valor: 951692	USD 162.13	USD 129.70 (80.00%)	1:38.5505

Product Details

Security Numbers	Valor: 51815748 / ISIN: CH0518157489 / WKN: UD2KVT		
Issue Size	up to USD 2,000,000 (with reopening clause)		
Denomination / Nominal	USD 5,000		
Issue Price	100% (percentage quotation)		
Settlement Currency	USD		
Annual Payment	6.82% p.a., paid annually in arrears. Coupon payment per Denomination will be USD 341		
(Coupon)	on 22 January 2021, USD 342.89 on 24 January 2022, USD 167.66 on 21 July 2022.		
•	For Swiss tax purposes the Coupon payment is split into two components:		
	1.67% interest component		
	5.15% premium component		
Quoting Type	Secondary market prices are quoted in percentage and dirty; accrued interest is included in the price.		
Dates			
Launch Date	14 January 2020		
	Pay 2002 7 ürich Private Investore: Place contact your client advisor or cond an amail to keyinyast@ubs.com		

Contact: Internet:

UBS AG, P.O. Box, 8098 Zürich www.ubs.com/kevinvest Private Investors: Please contact your client advisor or send an email to keyinvest@ubs.com Product Hotline: +41-44-239 76 76*

Investors outside of Switzerland should consult their local client advisors. Please note that calls made to the numbers marked with an asterisk (*) may be recorded. Should you call one of these numbers, we shall assume that you consent to this business practice

Pricing Date ("Pricing")	14 January 2020
Payment Date (Issue Date)	22 January 2020
Coupon Payment Date(s)	22 January 2021, 24 January 2022, 21 July 2022
Last Trading Day/Time	14 July 2022 / 17:15 CEST
Expiration Date ("Expiry")	14 July 2022 (subject to Market Disruption Event provisions)
Redemption Date	21 July 2022 (subject to Market Disruption Event provisions)

Redemption

The Investor is entitled to receive from the Issuer either a delivery of the Underlying or an amount in the Settlement Currency, according to the following scenarios:

Scenario 1	If the Expiration Value of all Underlyings is at or above the respective Strike Level, the Investor will receive 100% of the Nominal in cash.
Scenario 2	If the Expiration Value of one or more Underlyings is below the respective Strike Level, the Investor will receive the Underlying with the worst performance since the Pricing Date, taking into account the relevant Conversion Ratio. The sum of all fractional entitlements to the Underlying, per Nominal, will be paid in cash, based on the Expiration Value.
	The coupon payment is due in any case.
Expiration Value	Official closing value of the Underlying on the Expiration Date on the Related Exchange, as determined by the Calculation Agent.

Product Structure

The GOAL worst-of style is a product that provides a fixed coupon and the redemption is linked to the performance of the worst performing Underlying.

If all Underlyings close at or above the Strike Level, the Investor will in any event receive 100% of the Nominal in cash. Otherwise, the Investor will receive the worst performing Underlying taking into account the Conversion Ratio.

The Coupon will be paid out in any scenario. The Product offers a relatively high coupon in return for not profiting from a potential positive performance of the Underlyings and for taking the risk of a loss potential equivalent to a direct investment in the worst performing Underlying.

General Information

lssuer	UBS AG, Zurich and Basel, Switzerland, acting through its London Branch	
Issuer Rating	Aa3 Moody's / A+ S&P's / AA- Fitch	
Issuer Supervisory Authority	Swiss Financial Market Supervisory Authority (FINMA). London Branch additionally Financial Conduct Authority (FCA) and Prudential Regulation Authority (PRA). Jersey Branch additionally Jersey Financial Services Commission (JFSC).	
Lead Manager	UBS AG, Zurich (UBS Investment Bank)	
Calculation Agent	UBS AG, London Branch	
Paying Agent	UBS Switzerland AG	
Related Exchange	The Walt Disney Company : New York Stock Exchange, Alphabet Inc. Reg. Shares A : The NASDAQ Stock Market, Microsoft Corporation : The NASDAQ Stock Market	
Listing	None	
Secondary Market	The Issuer or the Lead Manager, as applicable, intends, under normal market conditions, to provide bid and/or offer prices for this Product on a regular basis. However, the Issuer or the Lead Manager, as applicable, makes no firm commitment to provide liquidity by means of bid and/or offer prices for this Product, and assumes no legal obligation to quote any such prices or with respect to the level or determination of such prices. Daily price indications, if any, will be available on Reuters/Bloomberg, www.ubs.com/keyinvest and SIX Financial Information from 09:15 - 17:15 (CET).	
Interest Calculation	30/360	
Business Day Convention	Following Unadjusted	
Business Day	New York	
Minimum Investment	USD 5,000 (subject to Selling Restrictions)	
Minimum Trading Lot	USD 5,000	

Contact:	UBS AG, P.O. Box, 8098 Zürich	Private Investors: Please contact your client advisor or send an email to keyinvest@ubs.com
Internet:	www.ubs.com/keyinvest	Product Hotline: +41-44-239 76 76*

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Clearing	SIX SIS, Euroclear, Clearstream (registered as intermediated securities with SIX SIS AG, in Switzerland)
Form of Deed	Uncertificated Securities
Governing Law / Jurisdiction	Swiss / Zurich
Adjustments	The terms of the Product may be subject to adjustments during its lifetime. For clients outside of the United Kingdom, any changes with regard to the terms of this Product shall be published on the internet at www.ubs.com/keyinvest. Detailed information on such adjustments is to be found in the Product Documentation.
Distribution Fee	0.06% p.a., fee included in the Issue Price
Tax Treatment Switzerland	
Swiss Transfer Stamp Duty	The product qualifies as a taxable security (bond). In principle secondary market transactions are subject to Swiss Stamp Duty.
	If shares are delivered to the investor at redemption, the delivery of the shares is in principle subject to the Swiss Stamp Duty.
Swiss Income Tax	For Swiss tax purposes this product is qualified as a combination of an option and a bond with the majority of the return consisting of coupon as opposed to discount or agio (non IUP). For private investors resident in Switzerland the interest component of the coupon and the increase of the bond floor (if any) are subject to income tax. The tax liability related to the increase of the bond floor crystallises at redemption and does not depend on the time of purchase. However, any gain derived from the option is considered as capital gain and is therefore for such investors not subject to income tax.
Swiss Withholding Tax	This product is not subject to the Swiss Issuer Withholding Tax. It depends on the jurisdiction of the issuer whether a foreign issuer withholding tax applies.

Additionally, any delivery of underlying might be subject to fees and/or non-Swiss stamp duty.

The tax information only provides a general overview over the Swiss tax consequences linked to this product based on the tax laws and the practice of the tax administration at the time of issue. Tax laws and the practice of tax administrations may change, possibly with retroactive effect.

Classification

This Product does not represent a participation in any of the collective investment schemes pursuant to Art. 7 ff of the Swiss Federal Act on Collective Investment Schemes (CISA) and thus does not require an authorisation of the Swiss Financial Market Supervisory Authority (FINMA). Therefore, Investors in this Product are not eligible for the specific investor protection under the CISA. Moreover, Investors in this Product bear the issuer risk.

Furthermore, this Product does not benefit from any depositor protection under Art. 37a under the Swiss Federal Law on Banks and Savings Banks (Banking Act) or other forms of deposit insurance under any other law as might be applicable to this Product.

2. Prospects of Profits and Losses

Market Expectation	Investors in this Product expect all Underlyings to trade sideways. In any case Investors expect that none of the Underlyings close below the Strike Level.	
Effect of the performance of the Underlying on redemption amount or on delivery obligation:		
- Positive performance	If all Underlyings perform positively, Investors realise a positive return.	
 Sideways to slightly negative performance 	If all Underlyings perform sideways to slightly negative, Investors still realise a positive return.	
- Pronounced negative performance	If one of the Underlyings performs negatively and additionally closes below the Strike Level, Investors may lose some or all of their investment (irrespective of the performance of the other Underlyings).	
Maximum Return	The profit potential is limited to the coupon payment(s).	
Maximum Loss	Investors may lose some or all of the investment as they are fully exposed to the performance of the worst performing Underlying.	

3. Significant Risks for Investors

General risk warning	Produc their le Produc inform	ial Investors should understand the risks associated with an investment in the st and shall only reach an investment decision after careful considerations with egal, tax, financial and other advisors of (i) the suitability of an investment in the tin the light of their own particular financial, fiscal and other circumstances; (ii) the ation set out in this document and (iii) the Underlying(s). The following is a summary most significant risks. Further risks are set out in the Product Documentation.
Risk Tolerance	Investo derivat predef	brs in this Product should be experienced Investors and familiar with both ive products and the stock markets. Although Investors benefit from a ined, regular coupon payment, they must be willing to make an investment that used to the full down-side risk of the worst performing Underlying.
		coupon can indicate a higher risk, in that the rate of the coupon relative to the the risk-free return indicates the overall risk of the product.
		le Underlyings (with worst-of feature) allow for a higher return, but at the same acrease the overall risk to Investors.
Product specific risk	s	
Loss Potential	perfor	ors may lose some or all of the investment as they are fully exposed to the mance of the worst performing Underlying.
Capital Protection (at	Expiry) None	
Risk potential is simila investment in the Unc	lerlying once c	rike Levels limit the risk exposure compared to a direct investment. However, one of the Strike Levels is touched, the risk potential is similar as with a direct nent in the worst performing Underlying.
Issuer Call right	None	
Stop Loss Event	None	
Extraordinary termina	redeen termin determ the Pro may de pursua	oduct contains terms and conditions that allow the Issuer to terminate and in the Product prior to the Redemption Date. In case of such extraordinary ation, the Issuer shall pay to the Investors an extraordinary termination amount as nined by the Calculation Agent which is usually equivalent to the market value of oduct. Potential Investors should note that the extraordinary termination amount eviate from and may be considerably below the amount which would be payable int to the final redemption provisions on the Redemption Date. Investors are not d to request any further payments on the Product after the termination date.
Adjustment risk	occur o to the (e.g. co disrup the occ are en	ial Investors should be aware that it cannot be excluded that certain events or certain measures are taken (by parties other than the Issuer) in relation Underlying(s) which can lead to changes to the Underlying(s) or its concept orporate events of a company whose shares constitute an Underlying, market tion events or other circumstances affecting normal activities). In the case of currence of such events or measures, the Issuer and/or the Calculation Agent titled to effect adjustments according to the Product Documentation. Such ments might have a negative impact on the value of the Product.
Illiquidity risk in secon	to prov or the means	uer or the Lead Manager, as applicable, intends, under normal market conditions, vide bid and/or offer prices for this Product on a regular basis. However, the Issuer Lead Manager, as applicable, makes no firm commitment to provide liquidity by of bid and/or offer prices for this Product, and assumes no legal obligation to any such prices or with respect to the level or determination of such prices.
	specifi typical Produc hedgir spread expand sell at sale. B	ial Investors therefore should not rely on the ability to sell this Product at a c time or at a specific price. Potential Investors should note that prices quoted ly include a spread and therefore may deviate from the market value of the t. In special market situations, where the Issuer is completely unable to enter into the transactions, or where such transactions are very difficult to enter into, the between the bid and offer prices in the secondary market may be temporarily ded, in order to limit the economic risks of the Issuer. Hence, Investors might a price considerably lower than the actual price of the Product at the time of its y selling the Product in the secondary market Investors may receive less than the invested.
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Product Hotline: +41-44-239 76 76* Internet: www.ubs.com/keyinvest Investors outside of Switzerland should consult their local client advisors. Please note that calls made to the numbers marked with an asterisk (*) may be recorded. Should you call one of these numbers, we shall assume that you consent to this business practice.

	In case of a secondary market transaction, there is a possibility that costs, including taxes, related to or in connection with the Product may arise for Investors that are not paid by the Issuer or imposed by the Issuer.
Market Disruption risk	Investors are exposed to market disruption events (such as trading disruption, exchange disruption and early closure of the relevant exchange), which could have an impact on the redemption amount through delay in payment, change in value or suspension of trading in the Product in the secondary market. For a detailed description of such events and their effects please refer to the Product Documentation.
Withholding tax	Investors in this Product should note that any payment under this Product may be subject to withholding tax (such as, inter alia, Swiss Withholding Tax, and/or withholding related to FATCA or 871(m) of the US Tax Code). Any payments due under this Product are net of such tax. Please refer to the General Terms and Conditions for detailed information. If the Issuer is required to withhold any amount pursuant to Section 871(m) or FATCA of the U.S. Tax Code, the Issuer will not be required to pay additional amounts with respect to the amount so withheld.

Risk Factors relating to the Issuer

In addition to the market risk with regard to the development of the Underlying, each Investor bears the general risk that the financial situation of the Issuer could deteriorate. The Products constitute immediate, unsecured and unsubordinated obligations of the Issuer, which, particularly in case of insolvency of the Issuer, rank pari passu with each and all other current and future unsecured and unsubordinated obligations of the Issuer, with the exception of those that have priority due to mandatory statutory provisions. The general assessment of the Issuer's creditworthiness may affect the value of the Products. This assessment generally depends on the ratings assigned to the Issuer or its affiliated companies by rating agencies such as Moody's, Fitch and Standard & Poor's.

The Issuer Ratings indicated in this document reflect the situation at the time of issuance and may be subject to changes. The actual Issuer Ratings at any given time can be seen on the Issuer's website (www.ubs.com) under "Analysts & Investors".

4. Additional Information

Product Documentation

This document ("**Final Terms**") constitutes the Simplified Prospectus for the Product and contains the information required by Article 5 CISA (status as of 1 July 2016) and the corresponding Guidelines of the Swiss Bankers Association. The prospectus requirements of Article 652a/Article 1156 of the Swiss Code of Obligations are not applicable.

These Final Terms (Simplified Prospectus) together with the 'General Terms and Conditions for Structured Products on Equity, Commodity and Index Underlyings', stipulated in English and as amended from time to time ("General Terms and Conditions") shall form the entire documentation for this Product ("Product Documentation"), and accordingly the Final Terms should always be read together with the General Terms and Conditions. The Simplified Prospectus may be provided in various languages, however, only the English version will be relevant and any translations are for convenience only. Definitions used in the Final Terms, but not defined therein shall have the meaning given to them in the General Terms and Conditions. In the event that the Product is listed (see above item 'Listing' under «General Information»), the Product Documentation will be amended in accordance with the listing requirements of the relevant exchange.

The Product Documentation can be obtained free of charge from UBS AG, P.O. Box, CH-8098 Zurich (Switzerland), via telephone (+41-(0)44-239 47 03), fax (+41-(0)44-239 69 14) or via e-mail (swiss-prospectus@ubs.com). In addition, for clients outside of the United Kingdom, the Product Documentation is available on the internet at www.ubs.com/keyinvest. Notices in connection with this Product shall be validly given by publication as described in the General Terms and Conditions. Furthermore, for clients outside of the United Kingdom, any changes with regard to the terms of this Product shall be published on the internet at www.ubs.com/ keyinvest.

Important Information

The information herein is communicated by UBS AG and/or its affiliates ("**UBS**"). UBS may from time to time, as principal or agent, have positions in, or may buy or sell, or make a market in any securities, currencies, financial instruments or other assets underlying the Product to which this document relates. UBS may provide investment banking and/or other services to and/or have officers who serve as directors of the companies referred to in this document. UBS' trading and/or hedging activities related to this Product may have an impact on the price of the underlying asset(s) and may affect the likelihood that any relevant barrier(s) is/are crossed. UBS has policies and procedures designed to minimise the risk that officers and employees are influenced by any conflicting interest or duty and that confidential information is improperly disclosed or made available.

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Investors outside of Switzerland should consult their local client advisors. Please note that calls made to the numbers marked with an asterisk (*) may be recorded. Should you call one of these numbers, we shall assume that you consent to this business practice In certain circumstances UBS sells this Product to dealers and other financial institutions at a discount to the issue price or rebates to them for their account some proportion of the issue price ("**Distribution Fees**"). Distribution Fees, if any, are disclosed in section 1 of this document and reflect the maximum amount a dealer or financial institution may receive from UBS; the actual amount may be lower.

Structured transactions are complex and may involve a high risk of loss. Prior to entering into a transaction you should consult with your own legal, regulatory, tax, financial and accounting advisors to the extent you consider it necessary, and make your own investment, hedging and trading decisions (including decisions regarding the suitability of this transaction) based upon your own judgement and advice from those advisers you consider necessary. Save as otherwise expressly agreed in writing, UBS is not acting as your financial adviser or fiduciary in any transaction.

This document should not be construed as an offer, personal recommendation or solicitation to conclude a transaction and should not be treated as giving investment advice. The terms of any investment in the Product to which this document relates will be exclusively subject to the detailed provisions, including risk considerations, contained in the Product Documentation.

UBS makes no representation or warranty relating to any information herein which is derived from independent sources. This document shall not be copied or reproduced without UBS' prior written permission.

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.

There is a possibility that costs, including taxes, related to transactions in connection with this Product may arise for Investors that are not paid by UBS or imposed by it. Please refer to the Product Documentation for further information.

Selling Restrictions

Any Products purchased by any person for resale may not be offered in any jurisdiction in circumstances which would result in the Issuer being obliged to register any further documentation relating to this Product in such jurisdiction.

The restrictions listed below must not be taken as definitive guidance as to whether this Product can be sold in a jurisdiction. Additional restrictions on offering, selling or holding of this Product may apply in other jurisdictions. Investors in this Product should seek specific advice before on-selling this Product.

European Economic Area - In relation to each Member State of the European Economic Area (each, a "**Member State**"), an offer of the Products to the public in a Member State may only be made in accordance with the following exemptions as set out in the Regulation (EU) 2017/1129 (as may be amended or replaced from time to time) (the "**Prospectus Regulation**"):

(a) Qualified investors: at any time to any legal entity which is a qualified investor as defined in the Prospectus Regulation;

(b) Fewer than 150 offerees: at any time to fewer than 150 natural or legal persons (other than qualified investors as defined in the Prospectus Regulation);

(c) An offer of Products addressed to investors who acquire Products for a total consideration of at least EUR 100,000 per investor, for each separate offer; and/or

(d) Other exempt offers: at any time in any other circumstances falling within Article 1 (4) of the Prospectus Regulation,

provided that no such offer of Products referred to in (a) to (d) above shall require the publication of a prospectus pursuant to Article 3 of the Prospectus Regulation, or supplement a prospectus pursuant to Article 23 of the Prospectus Regulation.

For the purposes of this provision, the expression "offer of Securities to the public" in relation to any Products in any Member State means the communication in any form and by any means of sufficient information on the terms of the offer and the Products to be offered so as to enable an investor to decide to purchase or subscribe the Products.

The aforementioned restrictions shall not apply for jurisdictions specified in the section "Public Offering" under "General Information" above.

Hong Kong - Each purchaser has represented and agreed that it has not issued or had in its possession for the purposes of issue, and will not issue or have in its possession for the purposes of issue, whether in Hong Kong or elsewhere, any advertisement, invitation or document relating to the Products, which is directed at, or the contents of which are likely to be accessed or read by, the public of Hong Kong (except if permitted to do so under the securities laws of Hong Kong) other than with respect to Products which are or are intended to be disposed of only to persons outside Hong Kong or only to "professional investors" as defined in the Securities and Futures Ordinance (Cap. 571) of Hong Kong and any rules made under that Ordinance.

This is a structured product which involves derivatives. Do not invest in it unless you fully understand and are willing to assume the risks associated with it. If you are in any doubt about the risks involved in the product, you may clarify with the intermediary or seek independent professional advice.

Singapore - This document has not been registered as a prospectus with the Monetary Authority of Singapore. Accordingly, this document and any other document or material in connection with the offer or sale, or invitation for subscription or purchase, of the Products may not be circulated or distributed, nor may the Products be offered or sold, or be made the subject of an invitation for subscription or purchase, whether directly or indirectly, to persons in Singapore other than (i) to an institutional investor (as defined in Section 4A) under Section 274 of the Securities and Futures Act Chapter 289 of Singapore, as modified and/or amended from time to time (the "SFA")), (ii) to a relevant person (as defined in Section 275(2) of the SFA) pursuant to Section 275(1), or any person pursuant to Section 275(1A), and in accordance with the conditions specified in Section 275 of the SFA and (where applicable) Regulation 3 of the Securities and Futures (Classes of Investors) Regulations 2018, or (iii) other wise pursuant to, and in accordance with the conditions of, any other applicable provision of the SFA.

Where the Products are subscribed or purchased under Section 275 of the SFA by a relevant person which is:

(a) a corporation (which is not an accredited investor (as defined in Section 4A of the SFA)) the sole business of which is to hold investments and the entire share capital of which is owned by one or more individuals, each of whom is an accredited investor; or

(b) a trust (where the trustee is not an accredited investor) whose sole purpose is to hold investments and each beneficiary of the trust is an individual who is an accredited investor,

securities or securities-based derivatives contracts (each term as defined in Section 2(1) of the SFA) of that corporation or the beneficiaries' rights and interest (howsoever described) in that trust shall not be transferred within six months after that corporation or that trust has acquired the Products pursuant to an offer made under Section 275 of the SFA except:

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(2) where no consideration is or will be given for the transfer;

(3) where the transfer is by operation of law;

(4) as specified in Section 276(7) of the SFA; or

(5) as specified in Regulation 37A of the Securities and Futures (Offers of Investments) (Securities and Securities-based Derivatives Contracts) Regulations 2018.

Pursuant to section 309B(1)(c) of the SFA, the Issuer hereby notifies the relevant persons (as defined in the SFA) that the Products are classified as "capital markets products other than prescribed capital markets products" (as defined in the SFA and the Securities and Futures (Capital Markets Products) Regulations 2018) and "Specified Investment Products" (as defined in the MAS Notice SFA 04-N12: Notice on the Sale of Investment Products and MAS Notice FAA-N16: Notice on Recommendations on Investment Products).

UK - For the purpose of non-discretionary accounts, this Product should not be sold with a consideration of less than EUR 100,000 or equivalent.

USA - This Product may not be sold or offered within the United States or to U.S. persons.

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