

**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.

**PRODUCT**

**Product name** Baidu Inc (the Product)

**Product code** BIDU

**Product manufacture** DELTASTOCK AD, website: [www.deltastock.com](http://www.deltastock.com), call +359 2 811 50 10 for more information.

**Competent regulatory authority** Financial Supervision Commission, Bulgaria, [www.fsc.bg](http://www.fsc.bg)

**Date of production/date of latest revision** 31.12.2018

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

**WHAT IS THIS PRODUCT?**

**Type of the Product:** The Product is a Contract for Difference (CFD) which is a type of derivative financial instrument. The Product's underlying asset is:

**Baidu Inc, Exchange traded US SHARES - TECHNOLOGY , ISIN US0567521085**

**Objectives** This is a leveraged Product which is traded on an OTC (over-the-counter) market. The return from this Product is in linear dependency on the price fluctuation of the Product's underlying asset. The expected returns depend on the market direction and the position taken by the investor. Buying or selling this Product means you take a long and, respectively, short position. The Product is offered on margin, which allows investors to take positions of a value larger than the capital invested. The increased value of an investment, due to the use of leverage, may lead to both significant profits and losses exceeding the invested capital. This Product does not require initial payments.

**Intended retail investor** This Product is intended for retail investors who in the short term are prepared to take a higher level of risk of loss for a higher potential return on the capital invested in the Product. The Product is targeted at retail investors having speculation or hedging objectives, and who have experience in trading derivatives on margin. The margin requirement on this Product may differ depending on the trading experience and relevant knowledge of the retail investor.

**Term** The Product is open-ended and has no maturity. You may open or close a position during the trading hours or extended trading hours (if available).

Deltastock AD is entitled to terminate the Product unilaterally.

Deltastock AD can not automatically terminate the Product.

**WHAT ARE THE RISKS AND WHAT COULD I GET IN RETURN?****SUMMARY RISK INDICATOR**

←.....→  
 Lower risk Higher risk



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 7 out of 7, which is the highest risk class. This rates the potential losses from future performance at a very high level, and poor market conditions are very likely to impact our capacity to pay you.

**Be aware of currency risk. You will receive payments in a different currency, so the final return you will get depend on the exchange rate between the two currencies. This risk is not considered in the indicator shown above.**

**In some circumstances you may be required to make payments to pay for losses. The total loss you may incur may significantly exceed the amount invested.**

The above indicator does not cover the risks associated with trading in extended trading hours (if available), such as lower liquidity, higher volatility, wider spreads, differing quotes and/or changing prices.

This Product does not include any protection from future market performance so you could incur significant losses.

If we are not able to pay you what is owed, you could incur significant losses.

However, you may benefit from a consumer protection scheme (see the section 'What happens if Deltastock AD is unable to pay you'). The indicator shown above does not consider this protection.

The risk could be significantly higher if the Product is held longer than the recommended holding period of

1 day(s).

**PERFORMANCE SCENARIOS**

Nominal amount		2500 USD		1 day Recommended holding period	
Scenarios		Long position		Short position	
Stress Scenario	What you might get back or pay after costs	1541.834		1541.834	
	Average return/loss over nominal amount at the recommended holding period*	-38.327%		-38.327%	
Unfavourable Scenario	What you might get back or pay after costs	2236.584		2236.584	
	Average return/loss over nominal amount at the recommended holding period*	-10.537%		-10.537%	
Moderate Scenario	What you might get back or pay after costs	2465.846		2465.846	
	Average return/loss over nominal amount at the recommended holding period*	-1.366%		-1.366%	
Favourable Scenario	What you might get back or pay after costs	2690.470		2690.470	
	Average return/loss over nominal amount at the recommended holding period*	7.619%		7.619%	

\*The calculation is made by dividing the return of each scenario over the above nominal amount (clients' equity) based on notional amount of 10000 units.

This table shows the money you could get back or pay over the next 1 day, under different scenarios, assuming the nominal amount shown above.

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 investment/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.

Buying this Product (long position) holds that you think the underlying price will increase.

Your maximum loss could exceed your investment.

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.

**WHAT HAPPENS IF DELTASTOCK AD IS UNABLE TO PAY OUT?**

The investor may face financial losses due to the default of Deltastock AD.

The loss incurred as a result of default of Deltastock AD is covered by a compensation scheme. The compensation is guaranteed by the Investor Compensation Fund with its registered address at 31 Tsar Shishman Str., Sofia, Bulgaria. (website: [www.sfund-bg.com](http://www.sfund-bg.com)). The compensations' maximum amount is 90% of the eligible investor's claim but not more than EUR 20000.

**WHAT ARE THE COSTS?****COSTS OVER TIME**

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the performance of the Product. 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 the recommended holding period. The figures assume a notional amount of 10000. The figures are estimates and may change in the future.

Notional amount*		10000 USD		If you end in after: 1 day Recommended holding period	
		Long position		Short position	
<b>Total costs</b>		-43.041		-38.932	
Impact on return (RIY) for the recommended holding period		-0.430%		-0.389%	

\* Notional amount is the total value of a leveraged asset.

**COMPOSITION OF COSTS**

The table below shows:

- the impact of the different types of costs on the performance of the Product at the end of the recommended holding period;
- the meaning of the different cost categories.

**This table shows the impact on return for the recommended holding period**

		1 day Recommended holding period		
		Long position	Short position	
<b>One-off costs</b>	<b>Entry costs</b>	-0.285%	-0.285%	The impact of the costs you pay when entering your investment
	<b>Exit costs</b>	-0.100%	-0.100%	The impact of the costs of exiting your investment
<b>Ongoing costs</b>	<b>Portfolio Transaction Costs</b>	n.a.	n.a.	The impact of the costs of us buying and selling underlying investments for the product
	<b>Other ongoing costs</b>	-0.045%	-0.004%	The impact of overnight financing costs
<b>Incidental costs</b>	<b>Performance fees</b>	n.a.	n.a.	The impact of the performance fee.
	<b>Carried Interests</b>	n.a.	n.a.	The impact of carried interest

**HOW LONG SHOULD I HOLD IT AND CAN I TAKE MONEY OUT EARLY?****RECOMMENDED HOLDING PERIOD:** 1 day Recommended holding period

The Product is highly speculative and the leverage effect impacts the returns, thus we advise the above recommended holding period. There are no penalties for cashing-in earlier than the recommended holding period. The costs on this Product are specified in section "WHAT ARE THE COSTS?" of this document.

**HOW CAN I COMPLAIN?**

Investors have the possibility to lodge a complaint with Deltastock AD in relation to this Product in one of the following ways:

- by e-mail at [compliance@deltastock.com](mailto:compliance@deltastock.com);
- by completing the online form accessible at <http://www.deltastock.com/english/home/feedback.asp> ;
- in person in the office located at: Megapark Office Building, 6th Floor, Office Area E, 115G Tsarigradsko Shose Blvd. Sofia 1784, Bulgaria;
- by post at Megapark Office Building, 6th Floor, Office Area E, 115G Tsarigradsko Shose Blvd. Sofia 1784, Bulgaria.

For further information on complaints please read the Complaints Handling Rules of Deltastock AD which can be found at:

<http://www.deltastock.com/english/about-us/legal-information.asp>

Investors can lodge a complaint concerning this Product with the Bulgarian Financial Supervision Commission by e-mail at: [delovodstvo@fsc.bg](mailto:delovodstvo@fsc.bg)

**OTHER RELEVANT INFORMATION**

The Key Information Document does not cover all information relating to this Product. Additional information about this Product is available on our website:

- legal Information: <http://www.deltastock.com/english/about-us/legal-information.asp>
- information about the trading conditions of the Product is available at: <http://www.deltastock.com/english/instruments/cfd-shares.asp>

Deltastock AD reserves the right, at its own discretion and/or in accordance with decisions of ESMA and/or the national competent authorities of the Member States of the European Union, to establish special margin requirements for individual orders, clients and/or positions, as well as to impose other measures which are required by the applicable law. In the event of such changes, Deltastock AD is obliged to inform the client by sending a message to the email address specified by him/her, or through the Electronic Trading Platform or the website, as for the measures imposed in accordance with the decisions of ESMA under Art. 40 of MiFIR and local regulators under Art. 42 of MiFIR - without prior notice.

Dividend distribution by the issuers of the underlying assets of this Product is an uncertain future event, and this is the reason why dividend adjustment payments for this Product are not included in the costs calculation (table "Composition of Costs"). In case of a short position (if allowed) in this Product, the gross amount of the dividend adjustment payments will be withheld. Detailed information can be found in the document "Information regarding the costs and charges incurred by clients of Deltastock trading in CFDs on the OTC market", which is available on the Deltastock's website.