

Equity-linked Note Family Enterprises Basic & Extra



The US economy is currently the driver of the global economy. Household debt in the US has shrunk considerably, while consumer confidence in the economy is at a strong level. With the situation in Greece having eased, and driven by the strong US economy, Europe is also showing signs of recovery. Moreover, family-owned businesses are generally considered to be stable companies that operate with a long-term approach.

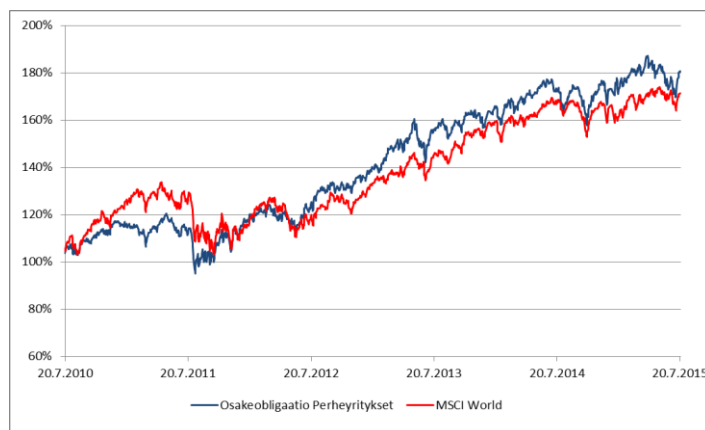
Equity-linked Note Family Enterprises is an attractive investment alternative as it offers the chance to gain from a potential rise in equity prices with nominal capital protection, which is not available with direct equity investments. Nominal capital protection means that if the share prices are lower at maturity than their initial price, the nominal capital will still be repaid in full to the investor.*

Source: Nordea Markets, 4 August 2015.

Share basket

The yield on Equity-linked Note Family Enterprises is based on the performance of a share basket composed of the shares of ten European and North American family enterprises. A company is classified as a family enterprise, if the owner family has 32 % or more of its voting rights. All companies in the basket have equal weights.

Company	Country	Sector	Weight
Cie Financiere Richemon-Reg	Schweiz	Cykliska konsumentvaror	10 %
Roche Holding AG Genusschein	Schweiz	Icke-cykliska konsumentvaror	10 %
Casino Guichard Perrachon	Frankrike	Icke-cykliska konsumentvaror	10 %
Ferrovial SA	Spanien	Basindustri	10 %
Sodexo	Ranska	Cykliska konsumentvaror	10 %
Tenaris SA	Luxemburg	Basindustri	10 %
Hennes & Mauritz AB-B SHS	Sverige	Cykliska konsumentvaror	10 %
Campbell Soup Co	USA	Icke-cykliska konsumentvaror	10 %
Merck & Co. Inc.	USA	Icke-cykliska konsumentvaror	10 %
Wal-Mart Stores Inc	USA	Cykliska konsumentvaror	10 %



The illustration on the left indicates the share basket's performance versus the MSCI World Index over the last five years. Starting levels indexed at 100%. The presented figures describe previous yield or value, and no reliable assumptions on future yield or value can be made based on them.

Source: Bloomberg, 21 July 2015

* Nominal capital protection is valid only at maturity, which means if the investment is sold before maturity, the capital returned to the investor may be below or above the invested nominal capital. The premium will not be returned. The investment also involves a risk related to the issuer's repayment ability.

Yield calculation

The yield paid at maturity is determined based on the performance of the share basket and the participation rate. The performance of the share basket is calculated as the difference between its initial price and final price in percentages. The initial price is the share basket's closing value on 7 October 2015. The final price is the average of the semi-annual closing prices of the share basket from 7 April 2016 to 7 October 2021. If the share basket performance is positive, the yield on the Basic version will be calculated by multiplying the increase in value by the participation rate of 80%. The yield on the Extra version will be calculated by multiplying the increase in value by the participation rate of 140%. If the share basket's value decreases or remains unchanged, no yield will be paid on either version. The nominal capital of both the Basic version and the Extra version will be repaid at maturity regardless of the share basket performance. The premium will not be returned.

The yield tables and the yield calculation examples below show the yield on the equity-linked note's Basic and Extra versions in various market scenarios.* At the time of investment, an investment with a nominal capital of 1,000 euros will cost 1,050 euros with the Basic version and 1,100 euros with the Extra version.

Yield table: Equity-linked Note Family Enterprises Basic – participation rate of 80% and 100% of nominal capital repaid

Share basket performance in accordance with the yield calculation	Yield	Value at maturity	Annual yield
75.0 %	60.0 %	160.0 %	7.1 %
60.0 %	48.0 %	148.0 %	5.7 %
45.0 %	36.0 %	136.0 %	4.3 %
30.0 %	24.0 %	124.0 %	2.7 %
15.0 %	12.0 %	112.0 %	1.1 %
0.0 %	0.0 %	100.0 %	-0.8 %
-15.0 %	0.0 %	100.0 %	-0.8 %
-30.0 %	0.0 %	100.0 %	-0.8 %
-45.0 %	0.0 %	100.0 %	-0.8 %
-60.0 %	0.0 %	100.0 %	-0.8 %
-75.0 %	0.0 %	100.0 %	-0.8 %

Yield table: Equity-linked Note Family Enterprises Extra – participation rate of 140% and 100% of nominal capital repaid

Share basket performance in accordance with the yield calculation	Yield	Value at maturity	Annual yield
75.0 %	105.0 %	205.0 %	10.6 %
60.0 %	84.0 %	184.0 %	8.7 %
45.0 %	63.0 %	163.0 %	6.6 %
30.0 %	42.0 %	142.0 %	4.2 %
15.0 %	21.0 %	121.0 %	1.6 %
0.0 %	0.0 %	100.0 %	-1.5 %
-15.0 %	0.0 %	100.0 %	-1.5 %
-30.0 %	0.0 %	100.0 %	-1.5 %
-45.0 %	0.0 %	100.0 %	-1.5 %
-60.0 %	0.0 %	100.0 %	-1.5 %
-75.0 %	0.0 %	100.0 %	-1.5 %

Example 1: Positive scenario – the share basket performance in accordance with the yield calculation is 50%

The share basket performance in accordance with the yield calculation is 50%. The nominal capital of the investment is 1,000 euros. Equity-linked Note Family Enterprises Basic will mature at 140.0% (= 80% x 50% + 100%) and Extra will mature at 170.0% (= 140% x 50% + 100%). For the Basic version, the investor will be paid 1,400 euros at maturity, corresponding to an annual return of about 4.8% on the invested capital. For the Extra version, the investor will be paid 1,700 euros at maturity, corresponding to an annual return of about 7.3% on the invested capital.

Example 2: Neutral scenario – the share basket performance in accordance with the yield calculation is 25%

The share basket performance in accordance with the yield calculation is 25%. The nominal capital of the investment is 1,000 euros. Equity-linked Note Family Enterprises Basic will mature at 120.0% (= 80% x 25% + 100%) and Extra will mature at 135.0% (= 140% x 25% + 100%). For the Basic version, the investor will be paid 1,200 euros at maturity, corresponding to an annual return of about 2.2% on the invested capital. For the Extra version, the investor will be paid 1,350 euros at maturity, corresponding to an annual return of about 3.4% on the invested capital.

Example 3: Negative scenario – the share basket performance in accordance with the yield calculation is -60%

The share basket performance in accordance with the yield calculation is -60%. The nominal capital of the investment is 1,000 euros. Equity-linked Note Family Enterprises' Basic and Extra versions will mature at 100%. The investor will be paid 1,000 euros at maturity, which in the case of the Basic version is equivalent to an annual return of about -0.8% and, in the case of the Extra version, an annual return of about -1.5%.

* The yield calculation examples assume that the subscription price is 105% for the Basic version and 110% for the Extra version. The premium will not be returned. Taxes have not been accounted for. The information is intended as an example and does not reflect the product's historical or expected performance. Read more on the risks on page 5.

The performance of the share basket in accordance with the yield calculation accounts for the semi-annual averaging of the share prices. The performance is 50% if the share basket's annual performance during the investment period is about 12.2%, 25% if the basket's annual performance is about 6.8%, and -20% if the basket's annual performance is about -7.0%.

Equity-linked Note Family Enterprises Basic & Extra

Subscription period	19 August–2 October 2015
Places of subscription	You can make a subscription at Nordea Bank Finland Plc's branches, at Nordea Private Banking or with your access codes through Nordea Customer Service, tel 0200 70 000 (local network charge/mobile call charge), or in Netbank at www.nordea.fi .
Issue date	19 August 2015
Issuer	Nordea Bank Finland Plc; credit ratings Aa3 (Moody's, stable) and AA- (Standard & Poor's, negative outlook).
Minimum subscription	EUR 1,000
Subscription price	Basic: Variable, about 105%*, including a premium of about 5%. Extra: Variable, about 110%*, including a premium of about 10%.
Bond number and ISIN	Basic version: B052, FI4000149364 Extra version: B053, FI4000149372
Maturity	21 October 2021
Reference asset	Share basket consisting of ten shares with equal weights, Bloomberg tickers are in the paranthesis: Cie Financiere Richemon-Reg (CFR VX Equity), Roche Holding AG-Genusschein (ROG VX Equity), Casino Guichard Perrachon (CO FP Equity), Ferrovia SA (FER SQ Equity), Sodexo (SW FP Equity), Tenaris SA (TEN IM Equity), Hennes & Mauritz AB-B SHS (HMB SS Equity), Campbell Soup Co (CPB UN Equity), Merck & Co. Inc. (MRK UN Equity) and Wal-Mart Stores Inc (WMT UN Equity).
Initial price	7 October 2015
Final price	The average of the semi-annual closing values of the share basket starting on 7 April 2016 and ending on 7 October 2021.
Yield calculation	The yield paid at maturity is determined based on the performance of the share basket and the participation rate. The share basket performance is calculated by dividing the difference between its final price and initial price by the initial price. If the share basket performance is positive, the yield on the Basic version is calculated by multiplying the performance by the participation rate of 80%, and the yield on the Extra version is calculated by multiplying the performance by the participation rate of 140%. If the share basket performance is zero or negative, no yield is paid.
Refund of capital	The issuer, Nordea Bank Finland Plc, will repay the nominal capital of the bonds in full at maturity irrespective of the performance of the share basket. The premium will not be returned. The premium is determined on the basis of the subscription date. The investment bonds involve a risk of the issuer's insolvency.
Structuring cost	The structuring cost is about 3.5%, which is the equivalent of an annual cost of about 0.6%. The structuring cost is included in the subscription price, which means it will not be deducted from the yield paid or the nominal capital repaid at maturity. The structuring cost is based on the values of the fixed income and derivative investments included in the bond on the valuation date of 4 August 2015. The structuring cost includes all expenses incurred by the issuer from the bond, such as issue, licensing, material and marketing costs. The issuer does not charge a separate subscription fee or separate custody fees for the bond.
Secondary market	In normal market conditions the issuer, Nordea Bank Finland Plc, will quote a repurchase price for the bonds, which may be lower or higher than the nominal value. If an investment is sold on the secondary market before maturity, the secondary market price may be higher or lower than 100%.
Taxation	Potential yield at maturity is subject to tax at source on interest income for natural persons with general tax liability in Finland and for Finnish death estates in accordance with the valid tax legislation.
Custody	Free of charge with Nordea Bank Finland Plc.
Security	The bonds are unsecured.
Cancellation of the issue	The issuer has the right to cancel the issue based on changes in the economic circumstances or if the total amount of subscriptions is low, or if something should occur that the issuer considers might endanger the issue.
Listing	No application will be made for listing the bonds.

* According to the market situation on 4 August 2015.

Bonds B052 and B053 are issued under the Structured Note Programme (a bond programme reported to the Finnish Financial Supervisory Authority from Ireland in accordance with the Prospectus Directive) of Nordea Bank Finland Plc dated 19 December 2014 and supplemented later. The base prospectus in English is also available on the issuer's website at www.nordea.fi/bonds. The final terms of the bonds and the base prospectus can be obtained from the seller. The English version of the terms is binding and thus applicable in possible conflict situations.

Risks involved in investment bonds

Issuer risk

Investment bonds involve a risk related to the issuer Nordea Bank Finland Plc's repayment ability. The risk relating to the issuer's repayment ability refers to the risk of the issuer becoming insolvent and being unable to fulfil its commitments in a bankruptcy etc. The investor may lose his or her invested capital and any potential yield partially or in full in the event of the issuer's insolvency. Nordea has a credit rating of Aa3 by Moody's (stable) and AA- by Standard & Poor's (negative outlook). The bonds are unsecured.

Foreign exchange rate risk

The investment is denominated in euros, but some of the companies included in the share basket are denominated in other currencies than the euro. Therefore the investor is indirectly exposed to a foreign exchange risk, as the prices of shares denominated in foreign currencies are converted into euros at the prevailing exchange rate when calculating the share basket's value. Any changes in foreign exchange rates may have a negative impact on the performance of the investment.

Yield risk

The investment bonds' yield at maturity is determined on the basis of the share basket performance in accordance with the yield calculation. The performance in accordance with the yield calculation may differ from that of a direct investment in the share basket during the investment period. When calculating the share basket's value, any dividends paid on the shares included in the basket are disregarded.

Premium risk

The potential premium, i.e. the proportion of the subscription price exceeding the nominal value of the bond, will not be returned. The size of the loss incurred by the investor from the premium depends on how much the yield is below the premium paid.

Secondary market risk

If the investor sells the investment on the secondary market before maturity, the repurchase price may be higher or lower than its nominal value. In normal market conditions Nordea Bank Finland Plc quotes a secondary market price on the investment on nominal values of 1,000 euros or more.

RISK CLASSIFICATION

LOW RISK. CAPITAL PROTECTION. Structured investment products, the nominal capital of which is returned at maturity if the issuer is solvent. The investment may include a premium of 15% at the most. The capital protection is only valid on the maturity date and it does not cover the premium or the fees and costs paid by the investor. The risk relating to the issuer's repayment ability is described in this marketing brochure. The risk classification does not remove the investor's obligation to carefully study this marketing brochure, the product-specific terms and conditions and the prospectus, if any, and the risks mentioned in them.



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