

Report Prepared On: 02/02/13

Structured Product Details

Name	Dow Jones Industrial Average-Linked Medium-Term Notes
Issue Size	\$1.26 million
Issue Price	\$1,000
Term	48 Months
Annualized Coupon	0.00%
Pricing Date	September 26, 2012
Issue Date	September 28, 2012
Valuation Date	September 26, 2016
Maturity Date	September 29, 2016
Issuer	Goldman Sachs
CDS Rate	188.38 bps
Swap Rate	0.60%
Reference Asset	the Dow Jones Industrial Average Index
Initial Level	13,413.51
Dividend Rate	2.48%
Implied Volatility	19.83%
Delta¹	0.38
Fair Price at Issue	\$876.70
CUSIP	38143U6U0
SEC Link	www.sec.gov/Archives/edgar/data/886982/000119312512407057/d416882d424b2.htm

Related Research

Research Papers:

www.slcg.com/research.php

- "Are Structured Products Suitable for Retail Investors?" December 2006.
- "Structured Products in the Aftermath of Lehman Brothers," November 2009.
- "What TiVo and JP Morgan Teach Us about Reverse Convertibles," June 2010.

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Dow Jones Industrial Average-Linked Medium-Term Notes

Description

Goldman Sachs issued \$1.26 million of Dow Jones Industrial Average-Linked Medium-Term Notes on September 28, 2012 at \$1,000 per note.

These notes are Goldman Sachs-branded Buffered PLUS securities that do not pay periodic coupons, but instead pay a single amount at maturity depending on the final level of the Dow Jones Industrial Average Index.

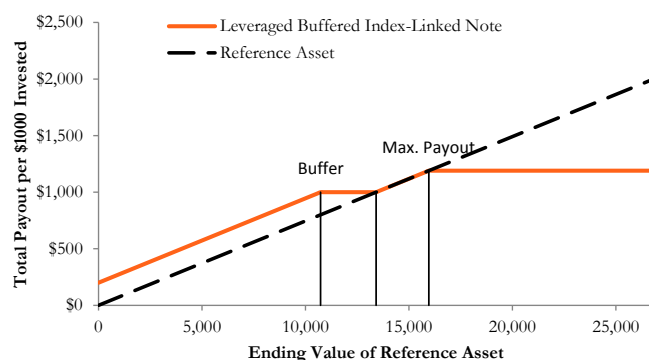
If on September 26, 2016 the Dow Jones Industrial Average Index level is higher than 13,413.51, but lower than 15,962.08, the notes pay a return equal to the percentage increase in the Dow Jones Industrial Average Index, up to a cap of 19.00%. If on September 26, 2016 the refe is below 13,413.51 but not below 10730.81, investors receive \$1,000 face value per note. If the Dow Jones Industrial Average Index level on September 26, 2016 is lower than 10730.81, investors receive face value per note reduced by the amount the reference asset is below 10730.81 as a percent of the initial level, 13,413.51.

Valuation

This product can be valued as a combination of a note from Goldman Sachs, one short out-of-the-money put option, one long at-the-money call option, and one short out-of-the-money call option. For reasonable valuation inputs this note was worth \$876.70 when it was issued on September 28, 2012 because the value of the options investors gave Goldman Sachs plus the interest investors would have received on Goldman Sachs's straight debt was worth \$123.30 more than the options investors received from Goldman Sachs.

There is no active secondary market for most structured products. Structured products, including this note, therefore are much less liquid than simple stocks, bonds, notes and mutual funds. Investors are likely to receive less than the structured product's estimated market value if they try to sell the structured product prior to maturity. Our valuations do not incorporate this relative lack of liquidity and therefore should be considered an upper bound on the value of the structured product.

Payoff Curve at Maturity

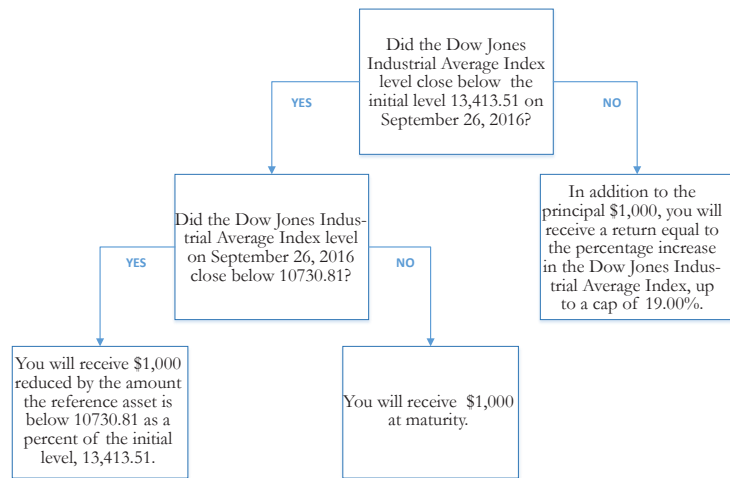


The payoff diagram shows the final payoff of this note given the Dow Jones Industrial Average Index level (horizontal axis). For comparison, the dashed line shows the payoff if you invested in the Dow Jones Industrial Average Index directly.

Principal Payback Table

The Dow Jones Industrial Average Index	Note Payoff
0.00	\$200.00
1,341.35	\$300.00
2,682.70	\$400.00
4,024.05	\$500.00
5,365.40	\$600.00
6,706.76	\$700.00
8,048.11	\$800.00
9,389.46	\$900.00
10,730.81	\$1,000.00
12,072.16	\$1,000.00
13,413.51	\$1,000.00
14,754.86	\$1,100.00
16,096.21	\$1,190.00
17,437.56	\$1,190.00
18,778.91	\$1,190.00
20,120.27	\$1,190.00

Maturity Payoff Diagram

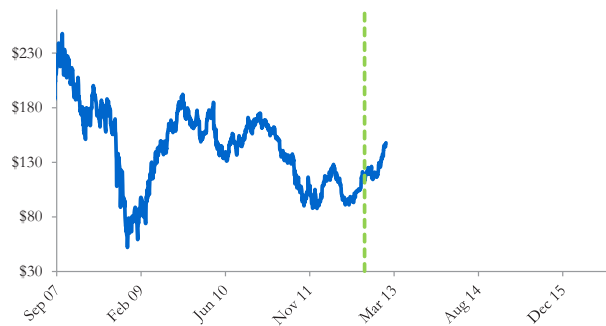


The contingent payoffs of this Leveraged Buffered Index-Linked Note.

Analysis

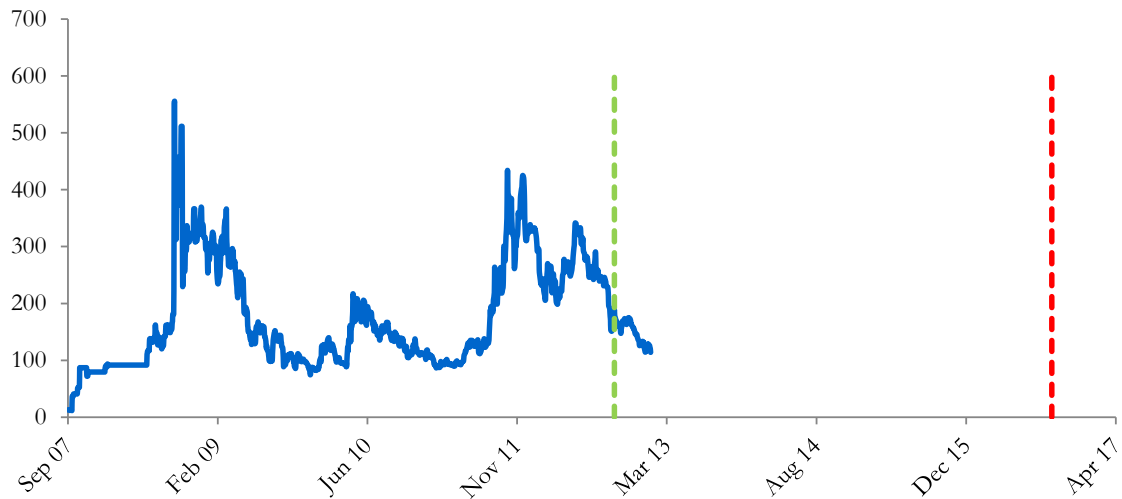
This Leveraged Buffered Index-Linked Note pays investors the increase in the Dow Jones Industrial Average Index capped at 19.00%, but if the Dow Jones Industrial Average Index declines over the term of the note, investors will suffer losses equal to the percentage decline in the Dow Jones Industrial Average Index. In addition, investors bear the credit risk of Goldman Sachs. Investors purchasing this Leveraged Buffered Index-Linked Note effectively sell at-the-money put and out-of-the-money call options to Goldman Sachs, buy at-the-money call options, and a zero-coupon note from Goldman Sachs. This Leveraged Buffered Index-Linked Note is fairly priced if and only if the market value of the options investors received from Goldman Sachs equals the market value of the options investors gave Goldman Sachs plus the interest investors would have received on Goldman Sachs's straight debt.

Goldman Sachs's Stock Price



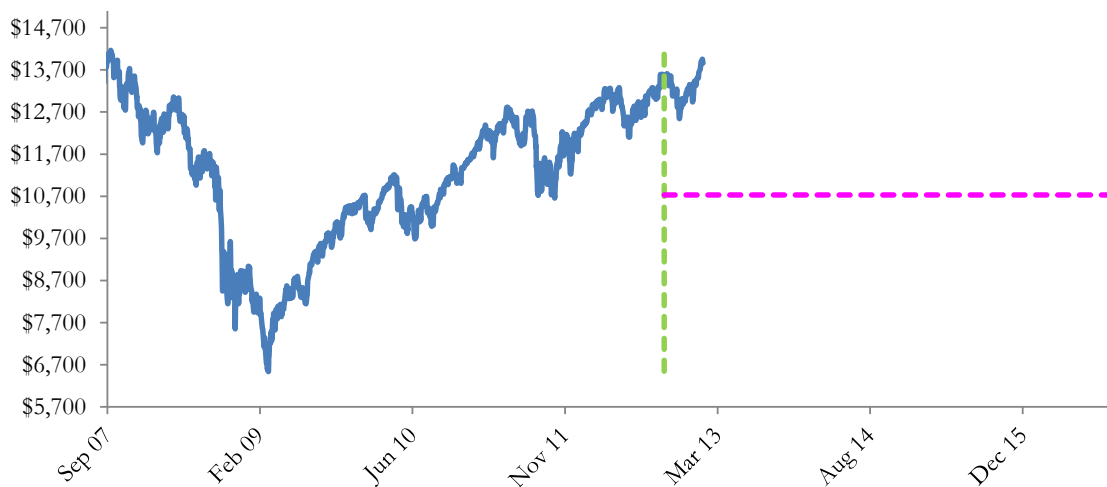
The graph above shows the adjusted closing price of the issuer Goldman Sachs for the past several years. The stock price of the issuer is an indication of the financial strength of Goldman Sachs. The adjusted price shown above incorporates any stock split, reverse stock split, etc.

Goldman Sachs's CDS Rate



Credit default swap (CDS) rates are the market price that investors require to bear credit risk of an issuer such as Goldman Sachs. CDS rates are usually given in basis points (bps). One basis point equals 0.01%. Higher CDS rates reflect higher perceived credit risk, higher required yields, and therefore lower market value of Goldman Sachs's debt, including outstanding Leveraged Buffered Index-Linked Note. Fluctuations in Goldman Sachs's CDS rate impact the market value of the notes in the secondary market.

The Dow Jones Industrial Average Index Level

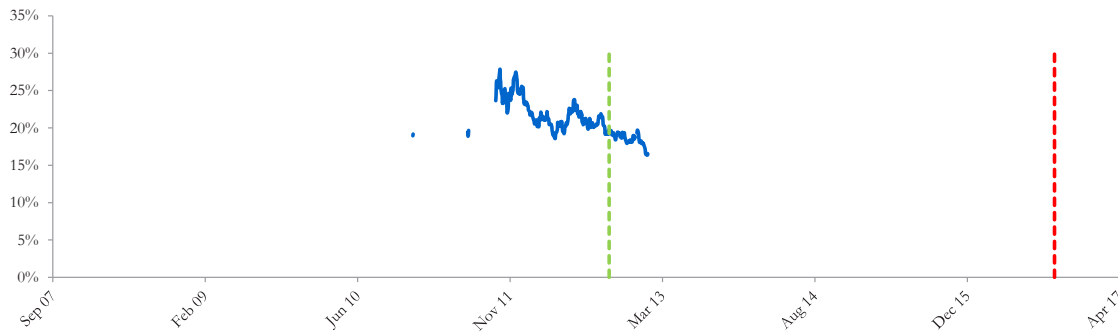


The graph above shows the historical levels of the Dow Jones Industrial Average Index for the past several years. The final payoff of this note is determined by the Dow Jones Industrial Average Index level at maturity. Higher fluctuations in the Dow Jones Industrial Average Index level correspond to a greater uncertainty in the final payout of this Leveraged Buffered Index-Linked Note.

Realized Payoff

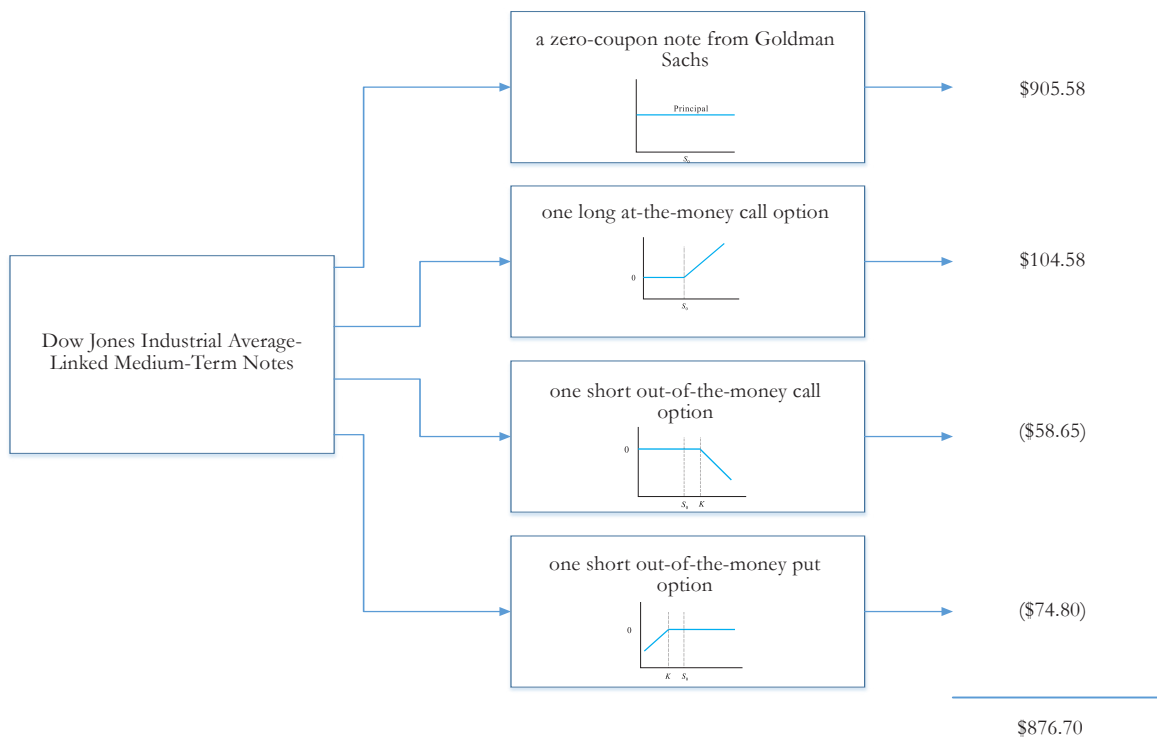
This product will mature on September 29, 2016.

Reference Asset The Dow Jones Industrial Average Index's Implied Volatility



The annualized implied volatility of the Dow Jones Industrial Average Index on September 26, 2012 was 19.83%, meaning that options contracts on the Dow Jones Industrial Average Index were trading at prices that reflect an expected annual volatility of 19.83%. The higher the implied volatility, the larger the expected fluctuations of the Dow Jones Industrial Average Index level and of the Note's market value during the life of the Notes.

Decomposition of this Leveraged Buffered Index-Linked Note



This note can be decomposed into different components, and each component can be valued separately. The chart above shows the value of each component of this Leveraged Buffered Index-Linked Note.

1. Delta measures the sensitivity of the price of the note to the the Dow Jones Industrial Average Index level on September 26, 2012.
2. CDS rates can be considered a measure of the probability that an issuer will default over a certain period of time and the likely loss given a default. The lower the CDS rate, the lower the default probability. CDS rate is given in basis points (1 basis point equals 0.01%), and is considered as a market premium, on top of the risk-free rate, that investors require to insure against a potential default.
3. Fair price evaluation is based on the Black-Scholes model of the the Dow Jones Industrial Average Index on September 26, 2012.
4. Calculated payout at maturity is only an approximation, and may differ from actual payouts at maturity.
5. Our evaluation does not include any transaction fees, broker commissions, or liquidity discounts on the notes.