

Report Prepared On: 08/26/14

**Structured Product Details**

<b>Name</b>	Capped Buffered Enhanced Notes linked to iShares MSCI Emerging Markets ETF
<b>Issue Size</b>	\$173,000
<b>Issue Price</b>	\$1,000
<b>Term</b>	17 Months
<b>Annualized Coupon</b>	0.00%
<b>Pricing Date</b>	February 7, 2014
<b>Issue Date</b>	February 14, 2014
<b>Valuation Date</b>	July 7, 2015
<b>Maturity Date</b>	July 10, 2015
<b>Issuer</b>	JPMorgan
<b>CDS Rate</b>	33.48 bps
<b>Swap Rate</b>	0.50%
<b>Reference Asset</b>	iShares MSCI Emerging Markets ETF's stock
<b>Initial Level</b>	\$38.74
<b>Dividend Rate</b>	2.19%
<b>Implied Volatility</b>	21.93%
<b>Delta<sup>1</sup></b>	0.58
<b>Fair Price at Issue</b>	\$981.38
<b>CUSIP</b>	48126N3J4
<b>SEC Link</b>	<a href="http://www.sec.gov/Archives/edgar/data/19617/000089109214001082/c57407_424b2.htm">www.sec.gov/Archives/edgar/data/19617/000089109214001082/c57407_424b2.htm</a>

**Related Research**

**Research Papers:**

[www.slcg.com/research.php](http://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.

**Tim Husson, Ph.D.,**  
 Senior Financial Economist, SLCG  
 (+1) 703.890.0743  
[TimHusson@slcg.com](mailto:TimHusson@slcg.com)

**Capped Buffered Enhanced Notes linked to iShares MSCI Emerging Markets ETF**

**Description**

JPMorgan issued \$173,000 of Capped Buffered Enhanced Notes linked to iShares MSCI Emerging Markets ETF on February 14, 2014 at \$1,000 per note.

These notes are JPMorgan-branded Buffered PLUS securities that do not pay periodic coupons, but instead pay a single amount at maturity depending on the final level of iShares MSCI Emerging Markets ETF's stock.

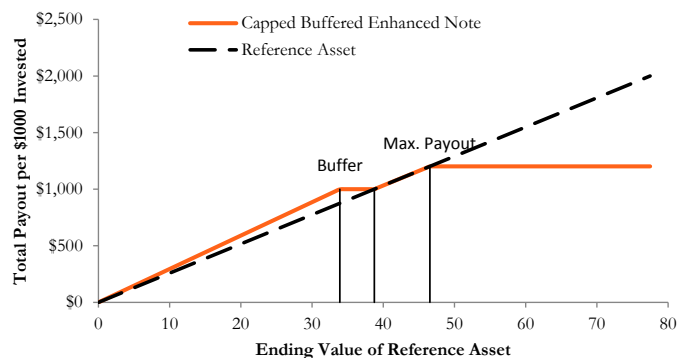
If on July 7, 2015 iShares MSCI Emerging Markets ETF's stock price is higher than \$38.74, but lower than \$46.55, the notes pay a return equal to the percentage increase in iShares MSCI Emerging Markets ETF's stock, up to a cap of 20.15%. If on July 7, 2015 the refe is below \$38.74 but not below \$33.90, investors receive \$1,000 face value per note. If iShares MSCI Emerging Markets ETF's stock price on July 7, 2015 is lower than \$33.90, investors receive face value per note reduced by 1.14 times the amount the reference asset is below \$33.90 as a percent of the initial level, \$38.74.

**Valuation**

This product can be valued as a combination of a note from JPMorgan, 1.14 short out-of-the-money put options, one long at-the-money call option, and one short out-of-the-money call option. For reasonable valuation inputs this note was worth \$981.38 when it was issued on February 14, 2014 because the value of the options investors gave JPMorgan plus the interest investors would have received on JPMorgan's straight debt was worth \$18.62 more than the options investors received from JPMorgan.

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**

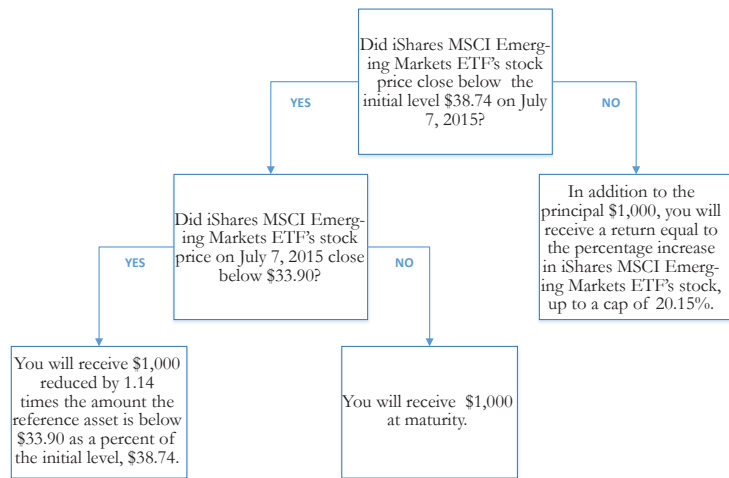


The payoff diagram shows the final payoff of this note given iShares MSCI Emerging Markets ETF's stock price (horizontal axis). For comparison, the dashed line shows the payoff if you invested in iShares MSCI Emerging Markets ETF's stock directly.

**Principal Payback Table**

iShares MSCI Emerging Markets ETF's Stock	Note Payoff
\$0.00	\$0.00
\$3.87	\$114.29
\$7.75	\$228.57
\$11.62	\$342.86
\$15.50	\$457.14
\$19.37	\$571.43
\$23.24	\$685.71
\$27.12	\$800.00
\$30.99	\$914.29
\$34.87	\$1,000.00
<b>\$38.74</b>	<b>\$1,000.00</b>
\$42.61	\$1,100.00
\$46.49	\$1,200.00
\$50.36	\$1,201.50
\$54.24	\$1,201.50
\$58.11	\$1,201.50

**Maturity Payoff Diagram**

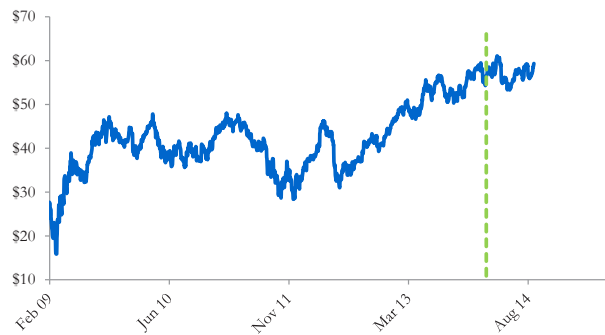


The contingent payoffs of this Capped Buffered Enhanced Note.

**Analysis**

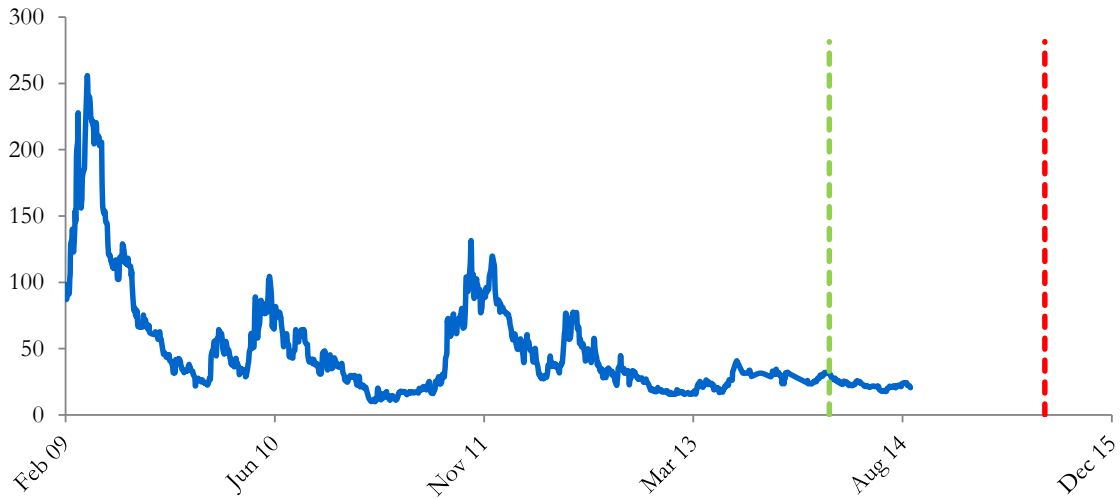
This Capped Buffered Enhanced Note pays investors the increase in iShares MSCI Emerging Markets ETF's stock capped at 20.15%, but if iShares MSCI Emerging Markets ETF's stock declines over the term of the note, investors will suffer losses equal to the percentage decline in iShares MSCI Emerging Markets ETF's stock. In addition, investors bear the credit risk of JPMorgan. Investors purchasing this Capped Buffered Enhanced Note effectively sell at-the-money put and out-of-the-money call options to JPMorgan, buy at-the-money call options, and a zero-coupon note from JPMorgan. This Capped Buffered Enhanced Note is fairly priced if and only if the market value of the options investors received from JPMorgan equals the market value of the options investors gave JPMorgan plus the interest investors would have received on JPMorgan's straight debt.

**JPMorgan's Stock Price**



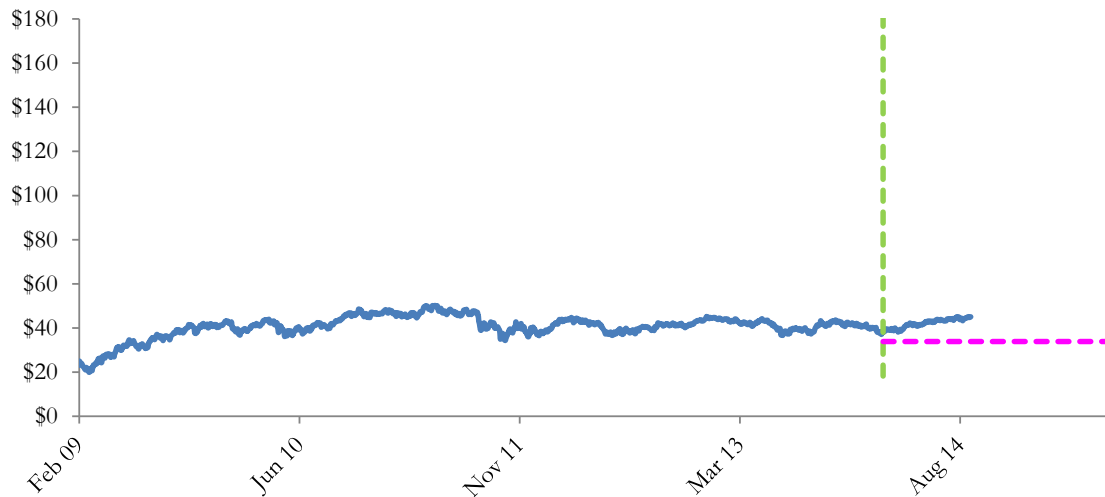
The graph above shows the adjusted closing price of the issuer JPMorgan for the past several years. The stock price of the issuer is an indication of the financial strength of JPMorgan. The adjusted price shown above incorporates any stock split, reverse stock split, etc.

**JPMorgan's CDS Rate**



Credit default swap (CDS) rates are the market price that investors require to bear credit risk of an issuer such as JPMorgan. 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 JPMorgan's debt, including outstanding Capped Buffered Enhanced Note. Fluctuations in JPMorgan's CDS rate impact the market value of the notes in the secondary market.

**iShares MSCI Emerging Markets ETF's Stock Price**

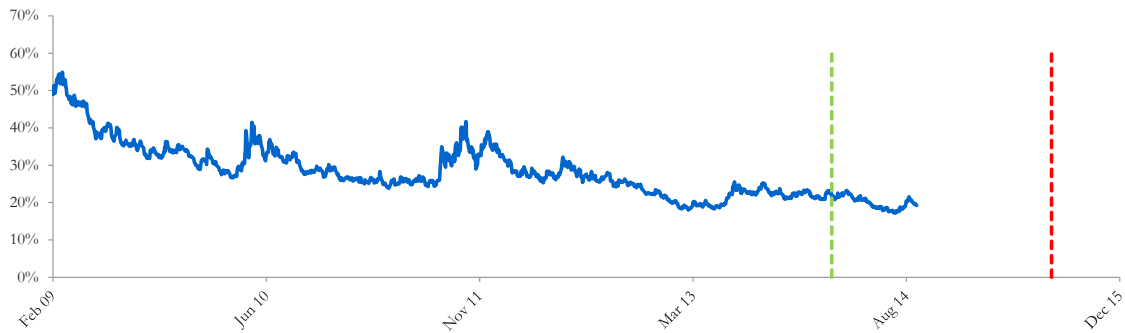


The graph above shows the historical levels of iShares MSCI Emerging Markets ETF's stock for the past several years. The final payoff of this note is determined by iShares MSCI Emerging Markets ETF's stock price at maturity. Higher fluctuations in iShares MSCI Emerging Markets ETF's stock price correspond to a greater uncertainty in the final payout of this Capped Buffered Enhanced Note.

**Realized Payoff**

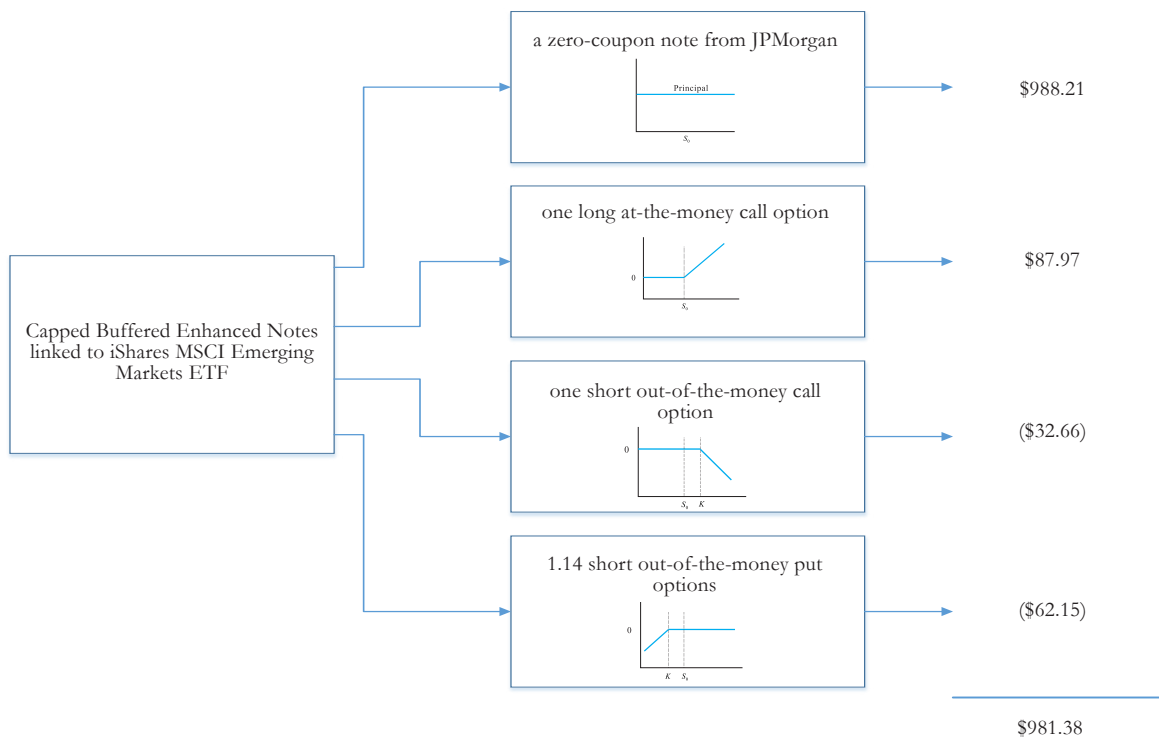
This product will mature on July 10, 2015.

Reference Asset iShares MSCI Emerging Markets ETF's Stock's Implied Volatility



The annualized implied volatility of iShares MSCI Emerging Markets ETF's stock on February 7, 2014 was 21.93%, meaning that options contracts on iShares MSCI Emerging Markets ETF's stock were trading at prices that reflect an expected annual volatility of 21.93%. The higher the implied volatility, the larger the expected fluctuations of iShares MSCI Emerging Markets ETF's stock price and of the Note's market value during the life of the Notes.

Decomposition of this Capped Buffered Enhanced 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 Capped Buffered Enhanced Note.

1. Delta measures the sensitivity of the price of the note to the iShares MSCI Emerging Markets ETF's stock price on February 7, 2014.
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 iShares MSCI Emerging Markets ETF's stock on February 7, 2014.
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.