

Morgan Stanley

Key Information Document

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.

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

Product

Product name	Barrier Phoenix Note Linked to an Index
Product identifier	ISIN: GB00BZVQZ515
PRIIP manufacturer	Morgan Stanley & Co. International plc (www.sp.morganstanley.com/eu). The product issuer is Morgan Stanley BV with a guarantee by Morgan Stanley.
Telephone number	+44-20-7425-8000
Competent authority of the PRIIP manufacturer	Authorised by the U.K. Prudential Regulation Authority and regulated by the U.K. Financial Conduct Authority and U.K. Prudential Regulation Authority
Date and time of production	20 June 2018 12:18 London local time

1. What is this product?

Type English law governed notes

Objectives

(Terms that appear in bold in this section are described in more detail in the table(s) below.)

The product is designed to provide a return in the form of (1) conditional interest payments and (2) a cash payment on the **maturity date**. The amount of these payments will depend on the performance of the **underlying**. The product has a fixed term and will terminate on the **maturity date**. If, at maturity, the **underlying** has fallen below the **barrier level**, the product may return less than the **product notional amount** or even zero.

Interest: On each **interest payment date** you will receive the applicable **interest payment** together with any previously unpaid interest payments if the **reference level** is above the **interest barrier level** on the immediately preceding **interest observation date**. If this condition is not met, you will receive no interest payment on such **interest payment date**. The relevant dates, **interest barrier levels** and **interest payments** are shown in the table(s) below.

Interest observation date	Interest payment date	Interest payment
27 August 2019	10 September 2019	GBP 0.0495
24 August 2020	8 September 2020	GBP 0.052
24 August 2021	8 September 2021	GBP 0.0545
24 August 2022	8 September 2022	GBP 0.057
24 August 2023	8 September 2023	GBP 0.0595
27 August 2024	10 September 2024	GBP 0.062
26 August 2025	9 September 2025	GBP 0.0645
24 August 2026	8 September 2026	GBP 0.067
24 August 2027	8 September 2027	GBP 0.0695
24 August 2028	Maturity date	GBP 0.072

Termination on the maturity date: On termination of the product on the **maturity date**, you will receive:

- if the **final reference level** is at or above the **barrier level**, a cash payment equal to GBP 1.00; or
- if the **final reference level** is below the **barrier level**, a cash payment directly linked to the performance of the **underlying**. The cash payment will equal (i) the **product notional amount** multiplied by (ii) (A) the **final reference level** divided by (B) the **strike level**.

Under the product terms, certain dates specified above and below will be adjusted if the respective date is either not a business day or not a trading day (as applicable). Any adjustments may affect the return, if any, you receive.

The product terms also provide that if certain exceptional events occur (1) adjustments may be made to the product and/or (2) the product issuer may terminate the product early. These events are specified in the product terms and principally relate to the **underlying**, the product and the product issuer. The return (if any) you receive on such early termination is likely to be different from the scenarios described above and may be less than the amount you invested.

When purchasing this product during its lifetime, the purchase price does not include accrued interest on a pro rata basis.

Underlying	FTSE 100 INDEX (ISIN: GB0001383545; Bloomberg: UKX Index)	Strike level	100.00% of the initial reference level
Asset class	Equity	Barrier level	60.00% of the initial reference level
Product notional amount	GBP 1.00	Reference level	The closing level of the underlying as per the reference source
Issue price	100.00% of the product notional amount	Reference source	FTSE
Product currency	Pound Sterling (GBP)	Final reference level	The reference level on the final valuation date
Underlying currency	GBP	Initial valuation date	24 August 2018

Subscription period	25 June 2018 (inclusive) to 17 August 2018 (inclusive)	Final valuation date	24 August 2028
Issue date	10 September 2018	Maturity date / term	8 September 2028
Initial reference level	The reference level on the initial valuation date	Interest barrier level	80.00% of the initial reference level

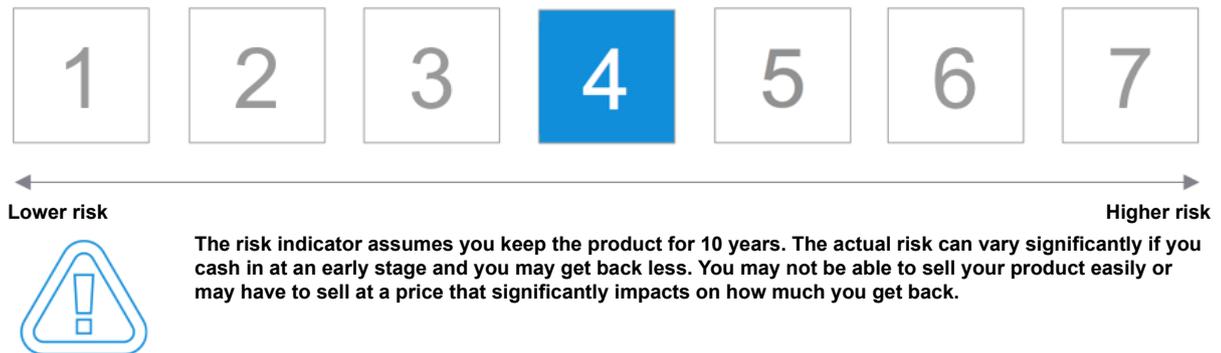
Intended retail investor The product is intended to be offered to retail investors who fulfil all of the criteria below:

1. they have the ability to make an informed investment decision through sufficient knowledge and understanding of the product and its specific risks and rewards, with experience of investing in and/or holding a number of similar products providing a similar market exposure, either independently or through professional advice;
2. they seek income, expect the movement in the underlying to perform in a way that generates a favourable return and have an investment horizon of the recommended holding period specified below;
3. they accept the risk that the issuer or guarantor could fail to pay or perform its obligations under the product and they are able to bear a total loss of their investment; and
4. they are willing to accept a level of risk to achieve potential returns that is consistent with the summary risk indicator shown below.

The product is not intended to be offered to retail clients who do not fulfil these criteria.

2. What are the risks and what could I get in return?

Risk indicator



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

Be aware of currency risk: If the currency of your account is different to the currency of this product, you will be exposed to the risk of suffering a loss as a result of the conversion of the currency of the product into the account currency. This risk is not considered in the indicator shown above.

This product does not include any protection from future market performance so you could lose some or all of your investment.

For detailed information about all risks relating to the product please refer to the risk sections of the prospectus and any supplements thereto as specified in the section "7. Other relevant information" below.

Performance scenarios *Investment: GBP 10,000*

Scenarios		1 year	6 years	10 years (Recommended holding period)
Stress scenario	What you might get back after costs	GBP 4,702.12	GBP 3,492.02	GBP 2,513.59
	Average return each year	-52.98%	-18.98%	-12.90%
Unfavourable scenario	What you might get back after costs	GBP 7,792.05	GBP 5,758.00	GBP 4,620.31
	Average return each year	-22.08%	-10.45%	-7.43%
Moderate scenario	What you might get back after costs	GBP 10,082.48	GBP 10,969.35	GBP 12,130.00
	Average return each year	0.82%	1.87%	1.95%
Favourable scenario	What you might get back after costs	GBP 11,786.85	GBP 14,285.16	GBP 16,075.00
	Average return each year	17.87%	7.39%	4.86%

This table shows the money you could get back over the next 10 years as well as the annualized return calculated on a compounded basis under different scenarios, assuming that you invest GBP 10,000. 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 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. In addition, you should note that the results shown for the intermediate holding periods do not reflect estimates of the product's future value. You should therefore not base your investment decision on the results shown for these interim holding periods.

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.

3. What happens if Morgan Stanley BV is unable to pay out?

You are exposed to the risk that the issuer or guarantor might be unable to meet its obligations in connection with the product for instance in the event of bankruptcy or an official directive for resolution action. This may materially adversely affect the value of the product and could lead to you losing some or all of your investment in the product. The product is not a deposit and as such is not covered by any deposit protection scheme.

4. What are the costs?

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the investment return you might get. 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 three different holding periods. They include potential early exit penalties. The figures assume you invest GBP 10,000. The figures are estimates and may change in the future.

Costs over time

<i>Investment: GBP 10,000</i>			
<i>Scenarios</i>	<i>If you cash in after 1 year</i>	<i>If you cash in after 6 years</i>	<i>If you cash in at the end of the recommended holding period</i>
Total costs	GBP 862.08679	GBP 933.16689	GBP 972.1819
Impact on return (RIY) per year	8.62087%	1.67705%	0.78926%

The costs shown in the table above represent how much the expected costs of the product would affect your return, assuming the product performs in line with the moderate performance scenario.

The person selling you or advising you about this product may charge you other costs. If so, this person will provide you with information about these costs, and show you the impact that all costs will have on your investment over time.

Composition of costs

The table below shows:

- The impact each year of the different types of costs on the investment return you might get at the end of the recommended holding period.
- The meaning of the different cost categories.

The table shows the impact on return per year.

One-off costs	<i>Entry costs</i>	0.78926%	The impact of the costs already included in the price.
	<i>Exit costs</i>	0.00%	The impact of the costs of exiting your investment when it matures.
Ongoing costs	<i>Other ongoing costs</i>	0.00%	The impact of the costs that we take each year for managing your investments.

The costs shown in the table above represent the split of the reduction in yield shown in the costs over time table at the end of the recommended holding period.

5. How long should I hold it and can I take money out early?

Recommended holding period: 10 years

The product aims to provide you with the return described under "1. What is this product?" above. However, this only applies if the product is held to maturity. It is therefore recommended that the product is held until 8 September 2028 (maturity).

The product does not guarantee the possibility to disinvest other than by selling the product either (1) through the exchange (if the product is listed) or (2) off-exchange, where an offer for such product exists. No fees or penalties will be charged by the issuer for any such transaction, however an execution fee might be chargeable by your broker if applicable. By selling the product before its maturity, you may receive back less than you would have received if you had kept the product until maturity.

Exchange listing	Luxembourg Stock Exchange (Main Segment)	Price quotation	Percentage
Smallest tradable unit	GBP 1.00		

In volatile or unusual market conditions, or in the event of technical faults/disruptions, the purchase and/or sale of the product can be temporarily hindered and/or suspended and may not be possible at all.

6. How can I complain?

Any complaint regarding the conduct of the person advising on, or selling, the product can be submitted directly to that person.

Any complaint regarding the product or the conduct of the manufacturer of this product can be submitted in writing at the following address: 25 Cabot Square, London E14 4QA, United Kingdom, by email to: rspcomplaints@morganstanley.com. Please see also www.sp.morganstanley.com/eu. Complaints should include the name of the product, ISIN and reason for the complaint.

7. Other relevant information

The information contained in this Key Information Document does not constitute a recommendation to buy or sell the product and is no substitute for individual consultation with your bank or advisor.

The product is not in any way sponsored, sold or promoted by any relevant stock market, relevant index, related exchange or index sponsor. Further information in respect of the index is available from the index administrator.

The offering of this product has not been registered under the U.S. Securities Act of 1933. This product may not be offered or sold, directly or indirectly, in the United States of America or to U.S. persons. The term "U.S. person" is defined in Regulation S under the U.S. Securities Act of 1933, as amended.

Any additional documentation in relation to the product, in particular, the issuance programme documentation, any supplements thereto and the product terms are published on www.sp.morganstanley.com/eu, all in accordance with relevant legal requirements. These documents are also available free of charge from 25 Cabot Square, London E14 4QA, United Kingdom.