



THE WORLD BANK'S GREEN GROWTH BOND

A 'green bond' with a potentially significant return for your portfolio
- but surely priceless for the planet!

Subscription period: from 17 November to 29 December 2014 4pm (subject to early closing)¹
Available from an investment of US\$100

Eco-citizenship:

A 'green bond', the proceeds of which are used by the World Bank to support projects aimed at addressing climate change.

Peace of mind:

Upon the 7-year maturity, repayment of 100% of the original capital² investment in United States dollars³ by the World Bank (International Bank for Reconstruction and Development, IBRD, rated Aaa/AAA)⁴.

Return on capital:

Redemption premium linked to an equity index built to potentially generate sound long-term performance⁵.

The Green Growth Bond will be issued by the World Bank under its Global Debt Issuance Facility for issues of notes with maturities of one day or longer (the '**Facility**') as described in the prospectus issued in respect of the Facility dated 28 May 2008 (the '**Prospectus**') and the relevant Final Terms for the Bonds (the '**Final Terms**'). Any decision to invest in a Green Growth Bond should be taken on the basis of the Prospectus and the Final Terms in which the risks, expenses and conditions with regard to a Green Growth Bond are described. In the event of any discrepancy between the information set forth herein and the information in the Prospectus and Final Terms, the contents of the Prospectus and Final Terms shall prevail. To consult the Prospectus and the Final Terms of the Green Growth Bond, please visit www.GreenGrowthBond.com.

For further information about the product and the financial intermediaries distributing it, please visit www.GreenGrowthBond.com.

1) At the discretion of the Issuer – please refer to Final Terms.

2) As used in this brochure, the terms 'capital' and 'capital invested' refer to the specified denominations of securities (i.e. US\$100) multiplied by the number of securities purchased by the investor.

3) Excluding fees, subject to foreign exchange risk if the investor converts the capital and the potential redemption premium that are paid to euro, and subject to the absence of default by the World Bank.

4) Moody's/Standard & Poor's credit ratings as of 31 October 2014.

5) Positive performance of the Index is not assured and historical data is not necessarily a guide to future performance.

As an investor, you're looking for opportunities to follow your personal values when making investment decisions.

What's more, you want your investments to have a positive impact on the environment and help address climate change by supporting real projects for the benefit of local populations and the planet.

The Green Growth Bond is a solution that gives meaning to your investment while keeping your return objectives.

Your investment in a Green Growth Bond...

... supports local projects in various regions worldwide **in response to climate change and the transition to a low carbon economy.**

... is **100% principal protected**¹ at maturity and is lent to the World Bank, a supranational entity with the highest credit rating (Aaa/AAA)².

... provides you with a potential **redemption premium** due to its link to the 'Ethical Europe Equity Index'³.

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2) Moody's/Standard & Poor's credit ratings as of 31 October 2014.

3) 'Ethical Europe Equity Index' is a trademark owned by Solactive AG. ISIN code: DE000SLA5EE6.

Give meaning to your investment...

Your investment in a Green Growth Bond will be used by the World Bank to support climate-friendly projects in developing countries.

What is a World Bank Green Bond?

- The bond proceeds **support projects aimed at mitigating the impact of climate change or helping the populations adapt to its effects.**
- **The projects are carefully selected by the World Bank,** based on the eligibility criteria that underwent an independent review by CICERO (Center for International Climate and Environmental Research of the Oslo University).
- **The projects are monitored throughout their implementation:** government agencies report the projects' progress and the World Bank monitors the agreed milestones towards achieving the project's objectives.

For more information about what makes a World Bank Green Bond 'green', please see the implementation guidelines available on line at <http://treasury.worldbank.org/cmd/pdf/ImplementationGuidelines.pdf>.

About the World Bank

The International Bank for Reconstruction and Development (IBRD), commonly known as 'the World Bank', was founded in 1944 with the mission of financing the reconstruction of Europe after World War II. Nowadays, the mission of the World Bank is to work with middle income countries to reduce poverty and promote shared prosperity by providing them with financing and knowledge services.

The World Bank supports sustainable development, poverty reduction and inclusive growth across a range of sectors including among others: agriculture and food security; education; energy; finance, trade and industry; healthcare and social services; law and governance; transport; and water and sanitation. World Bank projects undergo a rigorous review and approval process including early screening to identify environmental and social impacts and designing concrete mitigation actions. Projects eligible for Green Bond financing are a subset of the World Bank's activities promoting sustainable development where addressing the impacts of climate change is the primary objective.

Examples of eligible projects supported by the World Bank Green Bonds



MEXICO

Efficient lighting and appliances Program

- **Objective:** Mitigate climate change by reducing Green House Gas (GHG) emissions through increasing use of energy efficient technologies in residential lighting, refrigerators and air conditioning.
- **Target outcomes:** Reduce CO² emissions by more than 1.03 million tons over 5 years – equivalent to taking 217,000 cars off the road each year¹.



INDONESIA

Water Resources and Irrigation Management Program

- **Objective:** Improve climate resilience of water resources and food production through improved water basin resource and irrigation management and increased irrigated agriculture productivity.
- **Target outcomes:** 500,000 farmer households benefit from increased crop productivity because of more efficient and reliable irrigation.



CHINA

Eco-Farming Project

- **Objective:** Mitigate climate change by reducing GHG emissions through converting methane from livestock wastes into biogas fuel in order to meet everyday energy needs of farming households.
- **Target outcomes:** Reduce CO² emissions by nearly 1 million tons annually – equivalent to taking 210,000 cars off the road each year¹.

¹ Calculated using the Environmental Protection Agency (EPA) Greenhouse Gas Equivalency Calculator at <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>.

For more information on the projects supported by World Bank Green Bonds, please visit the website <http://treasury.worldbank.org/cmd/html/MoreGreenProjects.html>.

Comments on Green Bonds

Doris Herrera-Pol

Director and Head of Global Capital Markets at the World Bank

“Green bonds are building an engaged investor base to finance low-carbon development. Our latest Green Growth Bond represents a further step in the development of the green bond market because it reaches retail investors seeking to benefit from the financial performance of a sustainable equity index, while supporting climate-focused activities in World Bank member countries.”

Fan Jiaqiang

Employee of a biogas management company in the Gongcheng region in China, involved in the World Bank's Eco-Farming Project

“Our company signed an agreement with pig farms to help dispose the waste which we bring to farmers to feed their biogas digesters. This way, we ensure adequate supply of waste for biogas and also reduce pollution caused by large pig farms.”

Frank

Investor in green bonds

“When investing in green bonds I know that the funds will be used to finance projects having a real impact on the environment and on the life of the people affected. Moreover, with the Green Growth Bond, my investment is in the World Bank, which has the safest rating on the market.”



The redemption premium of a Green Growth Bond is linked to the performance of the 'Ethical Europe Equity Index'.

The Ethical Europe Equity Index

This equity index, calculated by Solactive, aims to deliver sound long-term performance. It is made up of the equities of 30 European companies, selected based not only on financial criteria, but above all according to sustainability criteria defined by recognized independent organizations:

- The investment universe focuses on company shares having an above-average extra-financial performance (with regard to environmental, social and governance responsibility – ESG) (Vigeo rating) and excludes the companies not meeting international ethical standards.

This is based on the research of Vigeo Rating, an independent and well-established agency, specializing in ESG risks and opportunities evaluation. The final selection is certified on a quarterly basis by Forum Ethibel, an independent auditor of products that meet ESG and ethical standards.

- Out of these company shares, only those for which expected dividends are high and the risk indicator (their volatility) is the lowest are selected for inclusion in the Ethical Europe Equity Index.

The selection is reviewed every three months.

Sources: Solactive, Vigeo, Ethibel

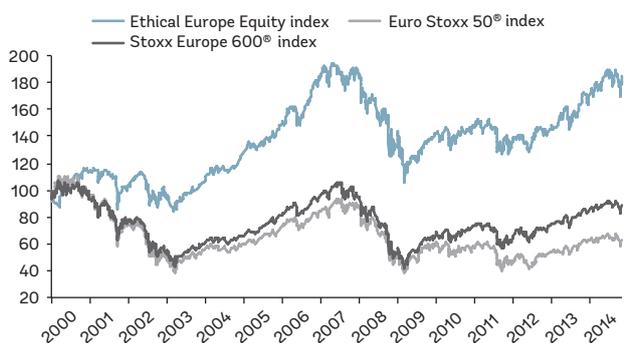


Sound long-term performance

The Ethical Europe Equity Index was created on 16 April 2013. Since then, it has outperformed the Euro Stoxx 50® and Stoxx Europe 600® indices, benchmarks for the European equity market. Simulations show that between 2000 and its creation in 2013, the Index would also have offered a better risk/reward ratio.

Evolution of the Ethical Europe Equity Index, compared to that of the Euro Stoxx 50® and the Stoxx Europe 600® indices, from 1 January 2000 to 31 October 2014

Warning: Performances are real from 16 April 2013 to 31 October 2014 only. Before 16 April 2013, they are simulated. In the simulation, the investment universe has been fixed and corresponds to the current Vigeo global universe, and only the financial filters (dividend and risk indicators) have been applied on each quarterly reshuffle. Past performance is not a reliable indicator of future performance. Positive performance of the Index is not assured.



	Ethical Europe Equity index	Euro Stoxx 50® index	Stoxx Europe 600® index
Annualised performance	4.25%	-3.02%	-0.80%
Annualised volatility	14.70%	24.43%	20.22%

Source: Bloomberg.

Further information in respect of the Index (including its daily closing price, its components and the selection process) can be found on the website <http://www.solactive.com/en/?s=ethical%20europe%20equity&index=DE000SLA5EE6>.

Maturity: 12 January 2022	Specified denomination: US\$100
Repayment of 100% of the original investment in US\$ at maturity ¹	Variable return at maturity linked to the performance of the Ethical Europe Equity Index

How is the redemption premium calculated?

- On the initial observation date, the closing level of the Ethical Europe Equity Index is noted and adopted as initial level.
- During each of the last 19 months prior to maturity, at the monthly observation dates, the closing levels of the Index are noted. The Index performances are then calculated by comparing these levels with the initial level. The 'Adopted Performance' is then the average of these performances.

- At maturity, you receive:

The capital invested¹ + A redemption premium equal to the Adopted Performance¹, if the latter is positive.

If the Adopted Performance is negative, no redemption premium is paid but you still receive:

The capital invested¹.

Illustrations

The following scenarios have informative value. They are no guide to future results.

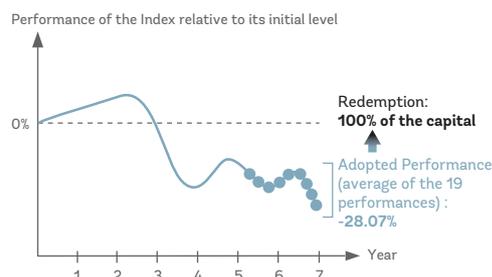
Negative Scenario

- The Index follows a downward trend. On the last monthly observation date, in particular, it closes at -62.11% relative to its starting level.
- The Adopted Performance, equal to the average of the 19 Index performances, amounts to -28.07%.

- At maturity, you receive:

The capital¹

The internal rate of return amounts to -0.28%¹ (versus -12.95% for the Index due to its final performance of -62.11%).



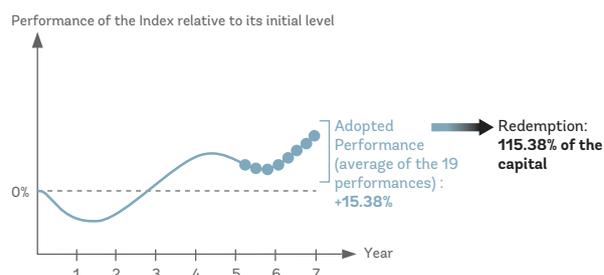
Intermediate Scenario

- The Index follows an upward trend. On the last monthly observation date, in particular, it closes at +21.85% relative to its starting level.
- The Adopted Performance, equal to the average of the 19 Index performances, amounts to +15.38%.

- At maturity, you receive:

The capital + 15.38% = 115.38% of the capital

The internal rate of return amounts to 1.78%¹ (versus 2.86% for the Index due to its final performance of +21.85%).



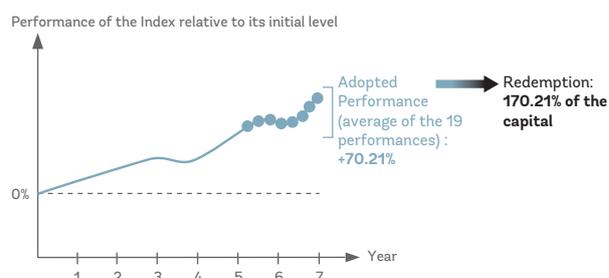
Positive Scenario

- The Index follows an upward trend. On the last monthly observation date, in particular, it closes at +88.56% relative to its starting level.
- The Adopted Performance, equal to the average of the 19 Index performances, amounts to +70.21%.

- At maturity, you receive:

The capital + 70.21% = 170.21% of the capital

The internal rate of return amounts to 7.59%¹ (versus 9.48% for the Index due to its final performance of +88.56%).



¹ Excluding fees and taxes, subject to foreign exchange risk if the investor converts the capital and the potential redemption premium that are paid to them to euro, and subject to the absence of default by the World Bank.

The internal rates of return are calculated before taxes and based on the offer price of 102%.

Source: BNP Paribas Arbitrage S.N.C.

The Green Growth Bond is a complex instrument. You should only invest in it if you have a good understanding of its characteristics, and in particular if you understand the risks it entails. Your financial intermediary should determine whether you have sufficient knowledge and experience for this product. If the product is not appropriate for you, they should warn you of this. If your financial intermediary recommends to you a product as part of its investment advisory services, it must assess whether this product is suitable based on your knowledge and experience of the product, your investment objectives and your financial situation.

Advantages

- **Investment in a green bond** supporting World Bank loans to climate-friendly projects.
- Return linked to the performance of the Ethical Europe Equity Index, built to potentially generate **sound long-term performance**.
- **Upon maturity, protection of the capital invested**¹, irrespective of the Index performance, paid by a premium quality issuer, rated Aaa/AAA² (the highest possible rating).

Main Risks

Investors should carefully read the risks set out in the Prospectus and Final Terms, and the below are only a few of the risks entailed by an investment in a Green Growth Bond and is not intended to be complete:

- **Risk of partial or total loss of capital:**
 - In the event of **the securities being sold prior to maturity**, the market price of the securities may be very different (higher or lower) from the specified denomination of these securities, as it may be subject to severe fluctuations during the lifetime of the securities, depending not only upon the performance of the Index, but also on other parameters, in particular, on index volatility and interest rates.
 - In the event of **default by the World Bank**.
- **No minimum redemption premium guaranteed** in the event of Index underperformance.
- **Exposure to the US\$/€ exchange rate:** Issued in dollars, Green Growth Bonds are an answer to investors who wish to diversify their investments within their portfolio. This implies a foreign exchange risk if they decide to convert the capital and the potential redemption premium that are paid to them to euro. Indeed, the final return in euro will be determined, not only by the amount of the redemption premium received, but also by the evolution of the US dollar against the euro. Assuming that on payment date €1 is equivalent to US\$ 1.25, to purchase US\$10,000 of securities on that date, investors spend €8,000. If, upon maturity, the Green Growth Bond is redeemed US\$10,000:
 - In the case when, on that date, the US dollar has increased in value by 10% against the euro, resulting in €1 equivalent to US\$1.14, the final return in euro will be improved: converting US\$10,000 in euros will make €8,800 for investors.
 - Conversely, in the case when the US dollar has decreased in value by 15% against the euro, resulting in €1 equivalent to US\$1.47, the final return in euro will be deteriorated: converting US\$10,000 in euros will make €6,800 for investors.
- **Liquidity risk:** Even though the securities are listed on a regulated market, there is no guarantee that you can sell them before maturity. In normal market conditions, the Market Maker will endeavor to make a secondary market in the securities.
- **Index-related risks:** Investors do not benefit from the dividends paid by the components of the Index. The future performance of the index cannot be predicted based on its historical performance. If Solactive discontinues or suspends the calculation of the Index, the Calculation Agent may in its sole discretion designate a successor index, or determine that no comparable index exists. In that case, the amount investors receive above the capital invested (if any) may be determined by the Calculation Agent in its sole discretion. Any of these actions could adversely affect the value of the securities. Investors are invited to read carefully the Final Terms for more information.

1) Excluding fees, subject to foreign exchange risk if the investor converts the capital and the potential redemption premium that are paid to them to euro, and subject to the absence of default by the World Bank.

2) Moody's/Standard & Poor's credit ratings as of 31 October 2014.

Main characteristics

Type of investment	Structured debt security issued under the Issuer's 2008 Global Debt Issuance Facility
Public offer	In Luxembourg
ISIN code	XS1128441711
Issuer	International Bank for Reconstruction and Development (or 'World Bank') (Moody's Aaa / stable outlook; Standard & Poor's AAA / stable outlook; as of 31 October 2014)
Calculation agent	BNP Paribas S.A.
Specified denomination	US\$100
Offer price	US\$102
Commission borne by the investor and included in the offer price of 102%	Commission for distributing and promoting the securities received up-front at once by the distributing banks and equivalent to a maximum annual amount of 0.75% (incl. VAT) of the specified denomination of the securities distributed.
Subscription period	From 17 November to 29 December 2014 4pm (subject to early closing, at the discretion of the Issuer – please refer to Final Terms)
Issue/payment Date	12 January 2015
Maturity date	12 January 2022
Redemption at maturity¹	100% of specified denomination
Fixed coupon	None
Redemption premium paid at maturity¹	S_0 means the official closing level of the Underlying on initial observation date S_t means the arithmetic mean of the closing levels of the Underlying on each monthly observation date $S_t/S_0 - 1$ is the 'Adopted Performance' If $S_t/S_0 - 1 \leq 0$ (Adopted Performance negative or null): no premium If $S_t/S_0 - 1 > 0$ (Adopted Performance positive): premium = US\$100 × $[S_t/S_0 - 1]$ (specific denomination multiplied by Adopted Performance)
Underlying	Ethical Europe Equity Index (ISIN code: DE000SLA5EE6)
Initial observation date	12 January 2015
Monthly observation dates	6 July 2020, 5 August 2020, 8 September 2020, 5 October 2020, 5 November 2020, 7 December 2020, 5 January 2021, 5 February 2021, 5 March 2021, 6 April 2021, 5 May 2021, 7 June 2021, 6 July 2021, 5 August 2021, 7 September 2021, 5 October 2021, 5 November 2021, 6 December 2021, 5 January 2022
Market value	Published daily and available from your financial intermediary
Selling before maturity	To sell your securities before maturity, please contact your financial intermediary. The Market Maker will under normal market conditions endeavour to make a secondary market during open business hours with a bid-ask spread no larger than 1%.
Listing	Luxembourg Stock Exchange (regulated market)
Market Maker	BNP Paribas Arbitrage S.N.C.

¹) Excluding fees and taxes, subject to foreign exchange risk if the investor converts in euro the capital and the potential redemption premium that are paid to them, and subject to the absence of default by the World Bank.

Nothing in this brochure should be construed as a solicitation or offer, legal, tax or other advice, or recommendation to engage in any transaction. The information in this brochure does not constitute a recommendation of the instrument referred to. It merely provides information and is not intended to be either a recommendation to acquire financial products or an offer or invitation to tender. Any offer of securities will solely take place on the basis of the Prospectus and Final Terms prepared by the Issuer or on behalf of the Issuer. A decision to invest in a Green Growth Bond should not be made solely in reliance on this brochure but should be taken on the basis of the Prospectus and the Final Terms. Investors in the securities are exposed to the credit risk of the Issuer.

Solactive AG strives to the best of its ability to ensure the correctness of the calculation of the Index. There is no obligation for Solactive AG – irrespective of possible obligations to issuers – to advise third parties, including investors and/or financial intermediaries, of any errors in the Index. The issue of the securities is not sponsored, endorsed, sold, or promoted by Solactive, and Solactive makes no representation whatsoever, whether express or implied, either as to the results to be obtained from the use of the Index and/or the levels at which an Index stands at any particular time on any particular date or otherwise.

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