

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2016050912401**

TO: Department of Enforcement
Financial Industry Regulatory Authority ("FINRA")

RE: UBS Financial Services Inc., Respondent
Broker-Dealer
CRD No. 8174

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, UBS Financial Services Inc. (the "Firm" or "PWJC") submits this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, FINRA will not bring any future actions against Respondent alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. Respondent hereby accepts and consents, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

The Firm became a FINRA member in 1936, and its registration remains in effect.

RELEVANT DISCIPLINARY HISTORY

On February 29, 2016, FINRA accepted an AWC in which the Firm was censured and fined \$17,500 for inaccurately reporting the time of execution for 99 reports to the Trade Reporting and Compliance Engine ("TRACE") between October 1, 2014 and December 31, 2014, in violation of FINRA Rules 6730(c)(8) and 4511, and Rule 17a-3 of the Securities Exchange Act of 1934.

On June 17, 2015, FINRA accepted an AWC in which the Firm was censured and fined \$27,500 for failing to timely report 233 S1 transactions to TRACE between January 1, 2014 and March 31, 2014, in violation of FINRA Rules 6730(a) and 2010.

On November 19, 2013, FINRA accepted an AWC in which the Firm was censured and fined \$260,000, of which \$30,000 was for failing to timely report 208 block S1 transactions in TRACE-Eligible Agency Debt Securities and 95 block S1 transactions in TRACE-Eligible Corporate Debt securities between February 6, 2012 and June 30, 2012, in violation of FINRA Rules 6730(a) and 2010.

SUMMARY

In connection with STAR No. 20160509124, the TRACE Agency team of the Department of Market Regulation (the "Staff") reviewed the Firm's reporting of TRACE-Eligible Agency Debt Securities between April 1, 2016 and September 30, 2016 (the "Review Period").

In connection with STAR No. 20160519285, the Staff reviewed the Firm's reporting of TRACE-Eligible Securitized Products between July 1, 2016 and September 30, 2016.

As a result of these reviews, the Staff found that PWJC violated FINRA Rules 6730(a) and 2010.

FACTS AND VIOLATIVE CONDUCT

FINRA Rule 6730(a) states, in part, that "[e]ach member that is a [p]arty to a [t]ransaction in a TRACE-Eligible Security must report the transaction. A member must report a transaction in a TRACE-Eligible Security as soon as practicable, but no later than within 15 minutes of the Time of Execution, except as otherwise specifically provided [in this Rule]. Transactions not reported within the specified timeframe will be designated as 'late.'"

FINRA Rule 2010 states, "[a] member, in the conduct of its business, shall observe high standards of commercial honor and just and equitable principles of trade."

During the Review Period, the Firm failed to report 189 transactions in TRACE-Eligible Agency Debt Securities to TRACE within the time permitted under FINRA Rule 6730(a). The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 6730(a), and a pattern or practice of late reporting without exceptional circumstances in violation of FINRA Rule 2010.

Between July 1, 2016 and September 30, 2016, PWJC failed to report 50 transactions in TRACE-Eligible Securitized Products to TRACE within the time permitted under FINRA Rule 6730(a). The conduct described in this paragraph constitutes separate and distinct violations of FINRA Rule 6730(a), and a pattern or practice of late reporting without exceptional circumstances in violation of FINRA Rule 2010.

- B. Respondent also consents to the imposition of the following sanctions:

A censure and fine of \$50,000.

Respondent agrees to pay the monetary sanction(s) upon notice that this AWC has been accepted and that such payment(s) are due and payable. It has submitted an Election of Payment form showing the method by which it proposes to pay the fine imposed.

Respondent specifically and voluntarily waives any right to claim that it is unable to pay, now or at any time hereafter, the monetary sanction(s) imposed in this matter.

The sanctions imposed herein shall be effective on a date set by FINRA staff.

II.

WAIVER OF PROCEDURAL RIGHTS

Respondent specifically and voluntarily waives the following rights granted under FINRA's Code of Procedure:

- A. To have a Complaint issued specifying the allegations against the Firm;
- B. To be notified of the Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the National Adjudicatory Council ("NAC") and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, Respondent specifically and voluntarily waives any right to claim bias or prejudgment of the Chief Legal Officer, the NAC, or any member of the NAC, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

Respondent further specifically and voluntarily waives any right to claim that a person violated the ex parte prohibitions of FINRA Rule 9143 or the separation of functions prohibitions of FINRA Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

III.

OTHER MATTERS

Respondent understands that:

- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to FINRA Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against Respondent; and
- C. If accepted:
 - 1. This AWC will become part of the Firm's permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against the Firm;

2. This AWC will be made available through FINRA's public disclosure program in accordance with FINRA Rule 8313;
 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and
 4. Respondent may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying, directly or indirectly, any finding in this AWC or create the impression that the AWC is without factual basis. Respondent may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects the Firm's: (i) testimonial obligations; or (ii) right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.
- D. Respondent may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. The Firm understands that it may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by FINRA, nor does it reflect the views of FINRA or its staff.

The undersigned, on behalf of the Firm, certifies that a person duly authorized to act on its behalf has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it; that it has agreed to the AWC's provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce the Firm to submit it.

8/29/18

Date

Respondent

UBS Financial Services Inc.

By: Joy A. Weber

Name: Joy A. Weber

Title: Executive Director
Deputy General Counsel

Reviewed by:

Mark D. Knoll

Mark D. Knoll, Esq.
Counsel for Respondent
Bressler, Amery & Ross, P.C.
17 State Street, 34th Floor
New York, NY 10004
(212) 510-6901

Accepted by FINRA:

10/5/2018

Date

Signed on behalf of the
Director of ODA, by delegated authority

Eric S. Brown

Eric S. Brown
Senior Director
FINRA Department of Enforcement