

MORGAN STANLEY
Form FWP
March 25, 2019

Free Writing Prospectus No. 1,758
Registration Statement Nos. 333-221595; 333-221595-01
Dated March 25, 2019
Filed Pursuant to Rule 433

Morgan Stanley Finance LLC Capped GEARS

Linked to the Russell 2000® Index due April 30, 2020

Fully and Unconditionally Guaranteed by Morgan Stanley

Principal at Risk Securities

Investment Description

These Capped GEARS (the "Securities") are unsecured and unsubordinated debt securities issued by Morgan Stanley Finance LLC ("MSFL") and fully and unconditionally guaranteed by Morgan Stanley with returns linked to the Russell 2000® Index (the "Underlying"). The Securities provide enhanced returns relative to the Underlying's actual positive performance up to a Maximum Gain, but expose investors fully to the Underlying's negative performance at maturity. If the Underlying Return is positive, MSFL will repay the Principal Amount at maturity plus pay a return equal to 3 times the Underlying Return, up to the Maximum Gain, which will be set on the Trade Date and is expected to be between 13.00% and 13.70%. If the Underlying Return is zero, MSFL will repay the full Principal Amount at maturity. However, if the Underlying Return is negative, MSFL will pay less than the full Principal Amount at maturity, resulting in a loss of principal to investors that is proportionate to the negative Underlying Return. The Securities are designed for investors who seek exposure to the Underlying with the features described herein and who are willing to incur a loss on their Principal Amount, forgo current income and forgo returns above the Maximum Gain. **Investing in the Securities involves significant risks. You will not receive interest or dividend payments during the term of the Securities. You may lose up to your entire initial investment in the Securities.**

All payments are subject to our credit risk. If we default on our obligations, you could lose some or all of your investment. These Securities are not secured obligations and you will not have any security interest in, or otherwise have any access to, any underlying reference asset or assets.

Features

q **Enhanced Growth Potential up to the Maximum Gain:** At maturity, the Upside Gearing feature will provide leveraged exposure to any positive performance of the Underlying, up to the Maximum Gain. If the Underlying Return is negative, investors will be fully exposed to the negative Underlying Return at maturity.

q **Full Downside Market Exposure:** If the Underlying Return is negative, investors will be exposed to the full downside performance of the Underlying and MSFL will pay less than the full Principal Amount at maturity, resulting in a loss of principal to investors that is proportionate to the negative Underlying Return. Accordingly, you may lose some or all of your Principal Amount. Any payment on the Securities is subject to our creditworthiness.

Key Dates*

Trade Date	March 26, 2019
Settlement Date	March 29, 2019
Final Valuation Date**	April 27, 2020

Maturity Date** April 30, 2020

* Expected

** Subject to postponement in the event of a Market Disruption Event or for non-Index Business Days. See “Postponement of Final Valuation Date and Maturity Date” under “Additional Terms of the Securities.”

NOTICE TO INVESTORS: THE SECURITIES ARE SIGNIFICANTLY RISKIER THAN CONVENTIONAL DEBT INSTRUMENTS. THE SECURITIES DO NOT GUARANTEE THE REPAYMENT OF ANY PRINCIPAL AMOUNT AT MATURITY, AND THE SECURITIES HAVE DOWNSIDE MARKET RISK SIMILAR TO THE UNDERLYING, WHICH CAN RESULT IN A LOSS OF SOME OR ALL OF YOUR INVESTMENT AT MATURITY. THIS MARKET RISK IS IN ADDITION TO THE CREDIT RISK INHERENT IN PURCHASING OUR DEBT OBLIGATIONS. YOU SHOULD NOT PURCHASE THE SECURITIES IF YOU DO NOT UNDERSTAND OR ARE NOT COMFORTABLE WITH THE SIGNIFICANT RISKS INVOLVED IN INVESTING IN THE SECURITIES. THE SECURITIES WILL NOT BE LISTED ON ANY SECURITIES EXCHANGE.

YOU SHOULD CAREFULLY CONSIDER THE RISKS DESCRIBED UNDER “KEY RISKS” BEGINNING ON PAGE 5 BEFORE PURCHASING ANY SECURITIES. EVENTS RELATING TO ANY OF THOSE RISKS, OR OTHER RISKS AND UNCERTAINTIES, COULD ADVERSELY AFFECT THE MARKET VALUE OF, AND THE RETURN ON, YOUR SECURITIES. YOU MAY LOSE SOME OR ALL OF YOUR INITIAL INVESTMENT.

Security Offering

We are offering Capped GEARS Linked to the Russell 2000® Index. The return on the Securities is limited by, and will be subject to, the predetermined Maximum Gain. The Securities are offered at a minimum investment of 100 Securities at the Price to Public described below. The indicative Maximum Gain range for the Securities is listed below. The actual Maximum Gain and Initial Level for the Securities will be determined on the Trade Date.

Underlying	Upside Gearing	Maximum Gain	Initial Level	CUSIP	ISIN
Russell 2000® Index	3	13.00% to 13.70%, which corresponds to a maximum Payment at Maturity of \$11.30 to \$11.37 per Security		61768X648	US61768X6489

See “Additional Information about Morgan Stanley, MSFL and the Securities” on page 2. The Securities will have the terms set forth in the accompanying prospectus, prospectus supplement and index supplement and this free writing prospectus.

Neither the Securities and Exchange Commission nor any other regulatory body has approved or disapproved of these Securities or passed upon the adequacy or accuracy of this free writing prospectus or the accompanying prospectus supplement, index supplement or prospectus. Any representation to the contrary is a criminal offense. The Securities are not deposits or savings accounts and are not insured by the Federal Deposit Insurance Corporation or any other governmental agency or instrumentality, nor are they obligations of, or guaranteed by, a bank.

Estimated value on the Trade Date Approximately \$9.726 per Security, or within \$0.10 of that estimate. See “Additional Information about Morgan

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Stanley and the Securities” on page 2.

	Price to Public	Underwriting Discount ⁽¹⁾	Proceeds to Us ⁽²⁾
Per Security	\$10.00	\$0.20	\$9.80
Total	\$	\$	\$

UBS Financial Services Inc., acting as dealer, will receive from Morgan Stanley & Co. LLC, the agent, a fixed (1) sales commission of \$0.20 for each Security it sells. For more information, please see “Supplemental Plan of Distribution; Conflicts of Interest” beginning on page 21 of this free writing prospectus.

(2) See “Use of Proceeds and Hedging” on page 20.

The agent for this offering, Morgan Stanley & Co. LLC, is our affiliate and a wholly owned subsidiary of Morgan Stanley. See “Supplemental Plan of Distribution; Conflicts of Interest” beginning on page 21 of this free writing prospectus.

Morgan Stanley UBS Financial Services Inc.

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Additional Information about Morgan Stanley, MSFL and the Securities

Morgan Stanley and MSFL have filed a registration statement (including a prospectus, as supplemented by a prospectus supplement and an index supplement) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement, the prospectus supplement, the index supplement and any other documents relating to this offering that Morgan Stanley and MSFL have filed with the SEC for more complete information about Morgan Stanley, MSFL and this offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov. Alternatively, Morgan Stanley, MSFL, any underwriter or any dealer participating in this offering will arrange to send you the prospectus, the prospectus supplement and the index supplement if you so request by calling toll-free 1-(800)-584-6837.

You may access the accompanying prospectus supplement, index supplement and prospectus on the SEC website at www.sec.gov as follows:

t Prospectus supplement dated November 16, 2017:

https://www.sec.gov/Archives/edgar/data/895421/000095010317011241/dp82788_424b2-seriesa.htm

t Index supplement dated November 16, 2017:

https://www.sec.gov/Archives/edgar/data/895421/000095010317011283/dp82797_424b2-indexsupp.htm

t Prospectus dated November 16, 2017:

https://www.sec.gov/Archives/edgar/data/895421/000095010317011237/dp82798_424b2-base.htm

References to “MSFL” refer only to MSFL, references to “Morgan Stanley” refer only to Morgan Stanley and references to “we,” “our” and “us” refer to MSFL and Morgan Stanley collectively. In this document, the “Securities” refers to the Capped GEARS that are offered hereby. Also, references to the accompanying “prospectus”, “prospectus supplement” and “index supplement” mean the prospectus filed by MSFL and Morgan Stanley dated November 16, 2017, the prospectus supplement filed by MSFL and Morgan Stanley dated November 16, 2017 and the index supplement filed by MSFL and Morgan Stanley dated November 16, 2017, respectively.

You should rely only on the information incorporated by reference or provided in this free writing prospectus or the accompanying prospectus supplement, index supplement and prospectus. We have not authorized anyone to provide you with different information. We are not making an offer of these securities in any state where the offer is not

permitted. You should not assume that the information in this free writing prospectus or the accompanying prospectus supplement, index supplement and prospectus is accurate as of any date other than the date on the front of this document.

The Issue Price of each Security is \$10. This price includes costs associated with issuing, selling, structuring and hedging the Securities, which are borne by you, and, consequently, the estimated value of the Securities on the Trade Date will be less than \$10. We estimate that the value of each Security on the Trade Date will be approximately \$9.726, or within \$0.10 of that estimate. Our estimate of the value of the Securities as determined on the Trade Date will be set forth in the final pricing supplement.

What goes into the estimated value on the Trade Date?

In valuing the Securities on the Trade Date, we take into account that the Securities comprise both a debt component and a performance-based component linked to the Underlying. The estimated value of the Securities is determined using our own pricing and valuation models, market inputs and assumptions relating to the Underlying, instruments based on the Underlying, volatility and other factors including current and expected interest rates, as well as an interest rate related to our secondary market credit spread, which is the implied interest rate at which our conventional fixed rate debt trades in the secondary market.

What determines the economic terms of the Securities?

In determining the economic terms of the Securities, including the Upside Gearing and the Maximum Gain, we use an internal funding rate which is likely to be lower than our secondary market credit spreads and therefore advantageous to us. If the issuing, selling, structuring and hedging costs borne by you were lower or if the internal funding rate were higher, one or more of the economic terms of the Securities would be more favorable to you.

What is the relationship between the estimated value on the Trade Date and the secondary market price of the Securities?

The price at which MS & Co. purchases the Securities in the secondary market, absent changes in market conditions, including those related to the Underlying, may vary from, and be lower than, the estimated value on the Trade Date, because the secondary market price takes into account our secondary market credit spread as well as the bid-offer spread that MS & Co. would charge in a secondary market transaction of this type and other factors. However, because the costs associated with issuing, selling, structuring and hedging the Securities are not fully deducted upon issuance, for a period of up to 7 months following the Settlement Date, to the extent that MS & Co. may buy or sell the Securities in the secondary market, absent changes in market conditions, including those related to the Underlying, and to our secondary market credit spreads, it would do so based on values higher than the estimated value. We expect

that those higher values will also be reflected in your brokerage account statements.

MS & Co. currently intends, but is not obligated, to make a market in the Securities and, if it once chooses to make a market, may cease doing so at any time.

Investor Suitability

The Securities may be suitable for you if:

t You fully understand the risks inherent in an investment in the Securities, including the risk of loss of your entire initial investment in the Securities.

t You can tolerate the loss of all or a substantial portion of your investment, and you are willing to make an investment that has similar downside market risk as the Underlying.

t You understand the characteristics of the Underlying.

t You believe the Underlying will appreciate over the term of the Securities and that the appreciation is unlikely to exceed the Maximum Gain (the actual Maximum Gain for the Securities will be determined on the Trade Date).

t You understand and accept that your potential return is limited by the Maximum Gain, and you would be willing to invest in the Securities if the Maximum Gain were set to the bottom of the range indicated on the cover hereof (the actual Maximum Gain will be set on the Trade Date).

t You can tolerate fluctuations in the price of the Securities prior to maturity that may be similar to or exceed the downside fluctuations in the level of the Underlying.

t You are willing to hold the Securities to the Maturity Date, as set forth on the cover of this free writing prospectus, and accept that there may be little or no secondary market for the Securities.

t You do not seek current income from your investment and are willing to forego dividends paid on the constituent stocks of the Underlying.

The Securities may not be suitable for you if:

t You do not fully understand the risks inherent in an investment in the Securities, including the risk of loss of your entire initial investment in the Securities.

t You cannot tolerate the loss of all or a substantial portion of your investment, or you are not willing to make an investment that has similar downside market risk as the Underlying.

t You seek an investment that guarantees a full return of principal at maturity.

t You do not understand the characteristics of the Underlying.

t You believe that the level of the Underlying will decline during the term of the Securities, or you believe the Underlying will appreciate over the term of the Securities by a percentage that exceeds the Maximum Gain.

t You seek an investment that has unlimited return potential without a cap on appreciation.

t You would be unwilling to invest in the Securities if the Maximum Gain were set to the bottom of the range indicated on the cover hereof (the actual Maximum Gain will be set on the Trade Date).

t You prefer the lower risk, and therefore accept the potentially lower returns, of conventional debt securities with comparable maturities issued by

Morgan Stanley or another issuer with a similar credit rating.

t You are willing to assume our credit risk, and understand that if we default on our obligations, you may not receive any amounts due to you including any repayment of your principal.

t You cannot tolerate fluctuations in the price of the Securities prior to maturity that may be similar to or exceed the downside fluctuations in the level of the Underlying.

t You are unable or unwilling to hold the Securities to the Maturity Date, as set forth on the cover of this free writing prospectus, or you seek an investment for which there will be an active secondary market.

t You seek current income from this investment or prefer to receive the dividends paid on the constituent stocks of the Underlying.

t You are not willing or are unable to assume the credit risk associated with us for any payment on the Securities, including any repayment of principal.

The investor suitability considerations identified above are not exhaustive. Whether or not the Securities are a suitable investment for you will depend on your individual circumstances, and you should reach an investment decision only after you and your investment, legal, tax, accounting and other advisors have carefully considered the suitability of an investment in the Securities in light of your particular circumstances. You should also review carefully the sections entitled “Key Risks” beginning on page 5 of this free writing prospectus and “Risk Factors” beginning on page 7 of the accompanying prospectus for risks related to an investment in the Securities. For additional information about the Underlying, see the information set forth under “Russell 2000® Index” on page 15.

Terms

Issuer	Morgan Stanley Finance LLC
Guarantor	Morgan Stanley
Issue Price (per Security)	\$10.00
Principal Amount	\$10.00 per Security (subject to a minimum investment of 100 Securities).
Term	Approximately 13 months
Underlying	Russell 2000® Index MSFL will pay you a cash payment at maturity linked to the performance of the Underlying during the term of the Securities.

If the Underlying Return is greater than zero, MSFL will pay you an amount equal to the lesser of:

$\$10 + (\$10 \times \text{Underlying Return} \times \text{Upside Gearing})$; and

Payment at Maturity (per Security) $\$10 + (\$10 \times \text{Maximum Gain})$.

If the Underlying Return is zero, MSFL will pay you the \$10 Principal Amount.

If the Underlying Return is negative, MSFL will pay you an amount calculated as follows:

$\$10 + (\$10 \times \text{Underlying Return})$

In this scenario, you will lose some or all of the principal amount of the Securities in an amount proportionate to the negative Underlying Return.

Upside Gearing	3
Maximum Gain	13.00% to 13.70%, which corresponds to a maximum Payment at Maturity of \$11.30 to \$11.37 per Security. The actual Maximum Gain will be determined on the Trade Date.
Underlying Return	$\frac{\text{Final Level} - \text{Initial Level}}{\text{Initial Level}}$
Initial Level	The Closing Level on the Trade Date.
Final Level	The Closing Level on the Final Valuation Date
Trade Date	March 26, 2019
Settlement Date	March 29, 2019

Final Valuation Date April 27, 2020*
Maturity Date April 30, 2020*
CUSIP / ISIN 61768X648 / US61768X6489

Calculation Agent Morgan Stanley & Co. LLC (“MS & Co.”)

*Subject to postponement in the event of a Market Disruption Event or for non-Index Business Days. See “Postponement of Final Valuation Date and Maturity Date” under “Additional Terms of the Securities.”

Investment Timeline

The Initial Level is determined. The Maximum Gain is set.

Trade Date

The Final Level and Underlying Return are determined as of the Final Valuation Date.

If the Underlying Return is positive, MSFL will pay you a cash amount at maturity equal to the lesser of:

$\$10 + (\$10 \times \text{Underlying Return} \times \text{Upside Gearing});$

and

Maturity Date $\$10 + (\$10 \times \text{Maximum Gain})$

per Security.

If the Underlying Return is zero, MSFL will pay you \$10.00 cash per Security.

If the Underlying Return is negative, MSFL will pay you a cash amount at maturity equal to:

$\$10 + (\$10 \times \text{Underlying Return})$

per Security. **In this scenario, you will lose some or all of the principal amount of the Securities in an amount proportionate to the negative Underlying Return.**

Investing in the Securities involves significant risks. the securities do not pay interest. You may lose some or all of your PRINCIPAL AMOUNT. Any payment on the Securities is subject to OUR creditworthiness. IF WE WERE TO DEFAULT ON OUR PAYMENT OBLIGATIONS, you may not receive any amounts owed to you under the Securities and you could lose your entire investment.

Key Risks

An investment in the Securities involves significant risks. Some of the risks that apply to the Securities are summarized here, but we urge you to also read the “Risk Factors” section of the accompanying prospectus. You should also consult your investment, legal, tax, accounting and other advisers before you invest in the Securities.

Your investment in the Securities may result in a loss of up to your entire initial investment in the Securities.

The terms of the Securities differ from those of ordinary debt securities in that we will not pay interest or guarantee the payment of any of the Principal Amount at maturity. If the Underlying Return is negative, you will be fully exposed to the negative Underlying Return and MSFL will pay you less than your principal amount at maturity, resulting in a loss of principal that is proportionate to the decline in the Underlying from the Initial Level to the Final Level. **Accordingly, you could lose the entire principal amount of the Securities.**

The Upside Gearing applies only at maturity. You should be willing to hold your Securities to maturity. If you are able to sell your Securities prior to maturity in the secondary market, the price you receive will likely not reflect the full economic value of the Upside Gearing or the Securities themselves, and the return you realize may be less than 3 times the return of the Underlying at the time of sale even if such return is positive and does not exceed the Maximum Gain. You can receive the full benefit of the Upside Gearing and potentially earn up to the Maximum Gain only if you hold your Securities to maturity.

Appreciation potential is limited. The appreciation potential of Securities is limited by the Maximum Gain of between 13.00% and 13.70% (which corresponds to a maximum Payment at Maturity of between \$11.30 and \$11.37 per Security). Therefore, although the Upside Gearing enhances positive Underlying Returns, you will not benefit from any positive Underlying Return that, when multiplied by the Upside Gearing, exceeds the Maximum Gain. As a result, any increase in the Final Level over the Initial Level by more than approximately 4.333% to approximately 4.567% of the Initial Level will not further increase the return on the Securities.

No interest payments. MSFL will not make any interest payments in respect to the Securities.

The Securities are subject to our credit risk, and any actual or anticipated changes to our credit ratings or our credit spreads may adversely affect the market value of the Securities. You are dependent on our ability to pay all amounts due on the Securities at maturity, if any, and therefore you are subject to our credit risk of. If we default on our obligations under the Securities, your investment would be at risk and you could lose some or all of your investment. As a result, the market value of the Securities prior to maturity will be affected by changes in the market’s view of our creditworthiness. Any actual or anticipated decline in our credit ratings or increase in the credit spreads charged by the market for taking our credit risk is likely to adversely affect the market value of the Securities.

As a finance subsidiary, MSFL has no independent operations and will have no independent assets. As a finance subsidiary, MSFL has no independent operations beyond the issuance and administration of its securities and will have no independent assets available for distributions to holders of MSFL securities if they make claims in respect of such securities in a bankruptcy, resolution or similar proceeding. Accordingly, any recoveries by such

holders will be limited to those available under the related guarantee by Morgan Stanley and that guarantee will rank *pari passu* with all other unsecured, unsubordinated obligations of Morgan Stanley. Holders will have recourse only to a single claim against Morgan Stanley and its assets under the guarantee. Holders of securities issued by MSFL should accordingly assume that in any such proceedings they would not have any priority over and should be treated *pari passu* with the claims of other unsecured, unsubordinated creditors of Morgan Stanley, including holders of Morgan Stanley-issued securities.

The market price of the Securities may be influenced by many unpredictable factors. Several factors, many of which are beyond our control, will influence the value of the Securities in the secondary market and the price at which MS & Co. may be willing to purchase or sell the Securities in the secondary market, including:

- o the value of the Underlying at any time,
- o the volatility (frequency and magnitude of changes in value) of the Underlying,
- o dividend rates on the securities included in the Underlying,
- o interest and yield rates in the market,
- o geopolitical conditions and economic, financial, political, regulatory or judicial events that affect the Underlying or stock markets generally and which may affect the Final Level,
- o the time remaining until the Securities mature, and
- o any actual or anticipated changes in our credit ratings or credit spreads.

Some or all of these factors will influence the terms of the Securities at the time of issuance and the price that you will receive if you are able to sell your Securities prior to maturity, as the Securities are comprised of both a debt component and a performance-based component linked to the Underlying, and these are the types of factors that also generally affect the values of debt securities and derivatives linked to the Underlying. For example, you may have to sell your Securities at a substantial discount from the principal amount of \$10 per Security if the value of the Underlying at the time of sale is at, below or not sufficiently above its Initial Level or if market interest rates rise. You cannot predict the future performance of the Underlying based on its historical performance. If the Underlying Return is negative, you will receive at maturity an amount that is less than the \$10 Principal Amount of each Security by an amount proportionate to the negative Underlying Return. Accordingly, you could lose up to your entire initial investment in the Securities. There can be no assurance that there will be any positive Underlying Return so that you will receive at maturity an amount that is greater than the \$10 Principal Amount for each Security you hold.

The probability that the Final Level will be less than the Initial Level will depend on the volatility of the Underlying. “Volatility” refers to the frequency and magnitude of changes in the level of the Underlying. Higher expected volatility with respect to the Underlying as of the Trade Date generally indicates a greater chance as of that date that the Final Level will be less than the Initial Level, which would result in a loss of some or all of your investment at maturity. However, the Underlying’s volatility can change significantly over the term of the Securities. The level of the Underlying could fall sharply, resulting in a significant loss of principal. You should be willing to accept the downside market risk of the Underlying and the potential loss of some or all of your investment at maturity.

The Final Level is not based on the level of the Underlying at any time other than the Final Valuation Date. The Final Level will be based on the Closing Level of the Underlying on the Final Valuation Date, subject to postponement for non-Index Business Days and certain Market Disruption Events. Even if the level of the Underlying appreciates prior to the Final Valuation Date but then drops by the Final Valuation Date, the Payment at Maturity may be significantly less than it would have been had the Payment at Maturity been linked to the level of the Underlying prior to such drop. Although the actual level of the Underlying on the stated Maturity Date or at other times during the term of the Securities may be higher than the Final Level, the Payment at Maturity will be based solely on the Closing Level of the Underlying on the Final Valuation Date as compared to the Initial Level.

Investing in the Securities is not equivalent to investing in the Underlying or the stocks composing the Underlying. Investing in the Securities is not equivalent to investing in the Underlying or the stocks that constitute the Underlying. Investors in the Securities will not have voting rights or rights to receive dividends or other distributions or any other rights with respect to the stocks that constitute the Underlying. Investors in the Securities also will not participate in any appreciation of the Underlying that, when multiplied by the Upside Gearing, exceeds the Maximum Gain, which could be significant. Additionally, the Underlying is not a “total return” index, which, in addition to reflecting the market prices of the stocks that constitute the Underlying, would also reflect dividends paid on such stocks. The return on the Securities will not include such a total return feature.

The Securities are linked to the Russell 2000® Index and are subject to risks associated with small-capitalization companies. The Russell 2000® Index consists of stocks issued by companies with relatively small market capitalization. These companies often have greater stock price volatility, lower trading volume and less liquidity than large-capitalization companies and, therefore, the Russell 2000® Index may be more volatile than indices that consist of stocks issued by large-capitalization companies. Stock prices of small-capitalization companies are also more vulnerable than those of large-capitalization companies to adverse business and economic developments, and the stocks of small-capitalization companies may be thinly traded. In addition, small capitalization companies are typically less well-established and less stable financially than large-capitalization companies and may depend on a small number of key personnel, making them more vulnerable to loss of personnel. Such companies tend to have smaller revenues, less diverse product lines, smaller shares of their product or service markets, fewer financial resources and less competitive strengths than large-capitalization companies and are more susceptible to adverse developments related to their products.

The rate we are willing to pay for securities of this type, maturity and issuance size is likely to be lower than the rate implied by our secondary market credit spreads and advantageous to us. Both the lower rate and the inclusion of costs associated with issuing, selling, structuring and hedging the Securities in the Issue Price reduce the economic terms of the Securities, cause the estimated value of the Securities to be less than the Issue Price and will adversely affect secondary market prices. Assuming no change in market conditions or any other

relevant factors, the prices, if any, at which dealers, including MS & Co., may be willing to purchase the Securities in secondary market transactions will likely be significantly lower than the Issue Price, because secondary market prices will exclude the issuing, selling, structuring and hedging-related costs that are included in the Issue Price and borne by you and because the secondary market prices will reflect our secondary market credit spreads and the bid-offer spread that any dealer would charge in a secondary market transaction of this type as well as other factors.

The inclusion of the costs of issuing, selling, structuring and hedging the Securities in the Issue Price and the lower rate we are willing to pay as issuer make the economic terms of the Securities less favorable to you than they otherwise would be.

However, because the costs associated with issuing, selling, structuring and hedging the Securities are not fully deducted upon issuance, for a period of up to 7 months following the Settlement Date, to the extent that MS & Co. may buy or sell the Securities in the secondary market, absent changes in market conditions, including those related to the Underlying, and to our secondary market credit spreads, it would do so based on values higher than the estimated value, and we expect that those higher values will also be reflected in your brokerage account statements.

The estimated value of the Securities is determined by reference to our pricing and valuation models, which may differ from those of other dealers and is not a maximum or minimum secondary market price. These pricing and valuation models are proprietary and rely in part on subjective views of certain market inputs and certain assumptions about future events, which may prove to be incorrect. As a result, because there is no market-standard way to value these types of securities, our models may yield a higher estimated value of the Securities than those generated by others, including other dealers in the market, if they attempted to value the Securities. In addition, the estimated value on the Trade Date does not represent a minimum or maximum price at which dealers, including MS & Co., would be willing to purchase your Securities in the secondary market (if any exists) at any time. The value of your Securities at any time after the date of this free writing prospectus will vary based on many factors that cannot be predicted with accuracy, including our creditworthiness and changes in market conditions. See also “The market price of the Securities may be influenced by many unpredictable factors” above.

Adjustments to the Underlying could adversely affect the value of the Securities. The Underlying Publisher is responsible for calculating and maintaining the Underlying. The Underlying Publisher may add, delete or substitute the stocks constituting the Underlying or make other methodological changes required by certain corporate events relating to the stocks constituting the Underlying, such as stock dividends, stock splits, spin-offs, rights offerings and extraordinary dividends, that could change the value of the Underlying. The Underlying Publisher may discontinue or suspend calculation or publication of the Underlying at any time. In these circumstances, the Calculation Agent will have the sole discretion to substitute a Successor Underlying that is comparable to the discontinued Underlying, and

is permitted to consider indices that are calculated and published by the Calculation Agent or any of its affiliates. Any of these actions could adversely affect the value of the Underlying, and, consequently, the value of the Securities.

The Securities will not be listed on any securities exchange and secondary trading may be limited. The Securities will not be listed on any securities exchange. Therefore, there may be little or no secondary market for the Securities. MS & Co. currently intends, but is not obligated, to make a market in the Securities and, if it once chooses to make a market, may cease doing so at any time. When it does make a market, it will generally do so for transactions of routine secondary market size at prices based on its estimate of the current value of the Securities, taking into account its bid/offer spread, our credit spreads, market volatility, the notional size of the proposed sale, the cost of unwinding any related hedging positions, the time remaining to maturity and the likelihood that it will be able to resell the Securities. Even if there is a secondary market, it may not provide enough liquidity to allow you to trade or sell the Securities easily. Since other broker-dealers may not participate significantly in the secondary market for the Securities, the price at which you may be able to trade your Securities is likely to depend on the price, if any, at which MS & Co. is willing to transact. If, at any time, MS & Co. were to cease making a market in the Securities, it is likely that there would be no secondary market for the Securities. Accordingly, you should be willing to hold your Securities to maturity.

Hedging and trading activity by our affiliates could potentially adversely affect the value of the Securities. One or more of our affiliates and/or third-party dealers expect to carry out hedging activities related to the Securities, including trading in the constituent stocks of the Underlying, in futures or options contracts on the Underlying or the constituent stocks of the Underlying, as well as in other instruments related to the Underlying. As a result, these entities may be unwinding or adjusting hedge positions during the term of the Securities, and the hedging strategy may involve greater and more frequent dynamic adjustments to the hedge as the Final Valuation Date approaches. MS & Co. and some of our other affiliates also trade the constituent stocks of the Underlying, in futures or options contracts on the constituent stocks of the Underlying, as well as in other instruments related to the Underlying, on a regular basis as part of their general broker-dealer and other businesses. Any of these hedging or trading activities on or prior to the Trade Date could potentially increase the Initial Level of the Underlying, and, therefore, could increase the level at or above which the Underlying must close on the Final Valuation Date so that investors do not suffer a loss on their initial investment in the Securities. Additionally, such hedging or trading activities during the term of the Securities, including on the Final Valuation Date, could adversely affect the Closing Level of the Underlying on the Final Valuation Date, and, accordingly, the amount of cash payable to an investor at maturity, if any.

Potential conflict of interest. As Calculation Agent, MS & Co. will determine the Initial Level, the Final Level, whether any Market Disruption Event has occurred, and will calculate the amount payable at maturity, if any. Moreover, certain determinations made by MS & Co., in its capacity as Calculation Agent, may require it to exercise discretion and make subjective judgments, such as with respect to the occurrence or non-occurrence of Market Disruption Events and the selection of a Successor Underlying or calculation of the Final Level in the event of a discontinuance of the Underlying or a Market Disruption Event. These potentially subjective determinations may adversely affect the payout to you at maturity, if any. For further information regarding these types of determinations, see “Additional Terms of the Securities—Postponement of Final Valuation Date and Maturity Date,” “—Discontinuance of the Underlying; Alteration of Method of Calculation” and “—Calculation Agent and Calculations” below. In addition, MS & Co. has determined the estimated value of the Securities on the Trade Date.

Potentially inconsistent research, opinions or recommendations by Morgan Stanley, UBS or our or their respective affiliates. Morgan Stanley, UBS and our or their respective affiliates may publish research from time to time on financial markets and other matters that may influence the value of the Securities, or express opinions or provide recommendations that are inconsistent with purchasing or holding the Securities. Any research, opinions or recommendations expressed by Morgan Stanley, UBS or our or their respective affiliates may not be consistent with each other and may be modified from time to time without notice. Investors should make their own independent investigation of the merits of investing in the Securities and the Underlying to which the Securities are linked.

Uncertain tax treatment. Please note that the discussions in this free writing prospectus concerning the U.S. federal income tax consequences of an investment in the Securities supersede the discussions contained in the accompanying prospectus supplement.

Subject to the discussion under “What Are the Tax Consequences of the Securities” in this free writing prospectus, although there is uncertainty regarding the U.S. federal income tax consequences of an investment in the Securities due to the lack of governing authority, in the opinion of our counsel, Davis Polk & Wardwell LLP (“our counsel”), under current law, and based on current market conditions, each Security should be treated as a single financial contract that is an “open transaction” for U.S. federal income tax purposes. However, because our counsel’s opinion is based in part on market conditions as of the date of this free writing prospectus, it is subject to confirmation on the Trade Date.

If the Internal Revenue Service (the “IRS”) were successful in asserting an alternative treatment for the Securities, the timing and character of income on the Securities might differ significantly from the tax treatment described herein. For example, under one possible treatment, the IRS could seek to recharacterize the Securities as debt instruments. In that event, U.S. Holders (as defined below) would be required to accrue into income original issue discount on the Securities every year at a “comparable yield” determined at the time of issuance and recognize all income and gain in respect of the Securities as ordinary income. We do not plan to request a ruling from the IRS regarding the tax treatment of the Securities, and the IRS or a court may not agree with the tax treatment described in this free writing prospectus.

In 2007, the U.S. Treasury Department and the IRS released a notice requesting comments on the U.S. federal income tax treatment of “prepaid forward contracts” and similar instruments. The notice focuses in particular on whether to require holders of these instruments to accrue income over the term of their investment. It also asks for comments on a number of related topics, including the character of income or loss with respect to these instruments; whether short-term instruments should be subject to any such accrual regime; the relevance of factors such as the exchange-traded status of the instruments and the nature of the underlying property to which the instruments are linked; the degree, if any, to which income (including any mandated accruals) realized by Non-U.S. Holders (as defined below) should be subject to withholding tax; and whether these instruments are or should be subject to the “constructive ownership” rule, which very generally can operate to recharacterize certain long-term capital gain as ordinary income and impose an interest charge. While

the notice requests comments on appropriate transition rules and effective dates, any Treasury regulations or other guidance promulgated after consideration of these issues could materially and adversely affect the tax consequences of an investment in the Securities, possibly with retroactive effect.

Both U.S. and Non-U.S. Holders should read carefully the discussion under “What Are the Tax Consequences of the Securities” in this free writing prospectus and consult their tax advisers regarding all aspects of the U.S. federal tax consequences of an investment in the Securities as well as any tax consequences arising under the laws of any state, local or non-U.S. taxing jurisdiction.

Hypothetical Payments on the Securities at Maturity

These examples are based on hypothetical terms. The actual terms will be determined on the Trade Date.

The below scenario analysis and examples are provided for illustrative purposes only and are purely hypothetical. They do not purport to be representative of every possible scenario concerning increases or decreases in the value of the Underlying relative to the Initial Level. We cannot predict the Final Level or the Closing Level of the Underlying on any other day. You should not take the scenario analysis and these examples as an indication or assurance of the expected performance of the Underlying. The numbers set forth in the examples below have been rounded for ease of analysis. The following scenario analysis and examples illustrate the Payment at Maturity for a \$10.00 Principal Amount of Securities on a hypothetical offering of the Securities.

The following scenario analysis and examples assume an Initial Level of 1,400 and a Maximum Gain of 13.00% and reflect the Upside Gearing of 3. The actual Initial Level and Maximum Gain will be set on the Trade Date.

Example 1 — The level of the Underlying increases from an Initial Level of 1,400 to a Final Level of 1,428. The Underlying Return is calculated as follows:

$$(1,428 - 1,400) / 1,400 = 2\%$$

Because the Underlying Return is greater than zero, the Payment at Maturity for each \$10.00 Principal Amount of Securities is calculated as the lesser of:

(A) $\$10.00 + (\$10.00 \times \text{Underlying Return} \times \text{Upside Gearing})$, and

(B) $\$10.00 + (\$10.00 \times \text{Maximum Gain})$

=the lesser of (A) $\$10.00 + (\$10.00 \times 2\% \times 3)$ and (B) $\$10.00 + (\$10.00 \times 13.00\%)$

=the lesser of (A) $\$10.00 + (\$10.00 \times 6\%)$ and (B) $\$10.00 + (\$10.00 \times 13.00\%)$

= $\$10.00 + (\$10.00 \times 6\%)$

= $\$10.00 + \0.60

= $\$10.60$

Because the Underlying Return of 2% multiplied by the Upside Gearing is less than the hypothetical Maximum Gain of 13.00%, for each \$10.00 Principal Amount of Securities, MSFL will pay you \$10.60.

Example 2 — The level of the Underlying increases from an Initial Level of 1,400 to a Final Level of 1,820. The Underlying Return is calculated as follows:

$$(1,820 - 1,400) / 1,400 = 30\%$$

Because the Underlying Return is greater than zero, the Payment at Maturity for each \$10.00 Principal Amount of Securities is calculated as the lesser of:

(A) $\$10.00 + (\$10.00 \times \text{Underlying Return} \times \text{Upside Gearing})$, and

(B) $\$10.00 + (\$10.00 \times \text{Maximum Gain})$

=the lesser of (A) $\$10.00 + (\$10.00 \times 30\% \times 3)$ and (B) $\$10.00 + (\$10.00 \times 13.00\%)$

=the lesser of (A) $\$10.00 + (\$10.00 \times 90\%)$ and (B) $\$10.00 + (\$10.00 \times 13.00\%)$

= $\$10.00 + (\$10.00 \times 13.00\%)$

= $\$10.00 + \1.30

= $\$11.30$

Because the Underlying Return of 30% multiplied by the Upside Gearing is greater than the hypothetical Maximum Gain of 13.00%, for each \$10.00 Principal Amount of Securities, MSFL will pay you \$11.30, the hypothetical maximum payment on the Securities.

Example 3 —The level of the Underlying decreases from an Initial Level of 1,400 to a Final Level of 1,120. The Underlying Return is calculated as follows:

$$(1,120 - 1,400) / 1,400 = -20\%$$

Because the Underlying Return is negative, at maturity, for each \$10.00 Principal Amount of Securities MSFL will pay less than the Principal Amount, resulting in a loss of principal that is proportionate to the negative Underlying Return, and the Payment at Maturity is calculated as follows:

$\$10.00 + (\$10.00 \times \text{Underlying Return})$

= $\$10.00 + (\$10.00 \times -20\%)$

= $\$10.00 - \2.00

=\$8.00

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Scenario Analysis – Hypothetical Payment at Maturity for each \$10.00 Principal Amount of Securities

Hypothetical Final Level	Hypothetical Underlying Return	Hypothetical Payment at Maturity	Hypothetical Return on Securities ¹
2,800.00	100.00%	\$11.30	13.00%
2,660.00	90.00%	\$11.30	13.00%
2,520.00	80.00%	\$11.30	13.00%
2,380.00	70.00%	\$11.30	13.00%
2,240.00	60.00%	\$11.30	13.00%
2,100.00	50.00%	\$11.30	13.00%
1,960.00	40.00%	\$11.30	13.00%
1,820.00	30.00%	\$11.30	13.00%
1,680.00	20.00%	\$11.30	13.00%
1,540.00	10.00%	\$11.30	13.00%
1,470.00	5.00%	\$11.30	13.00%
1,460.662	4.333%	\$11.30	13.00%
1,428.00	2.00%	\$10.60	6.00%
1,400.00	0.00%	\$10.00	0%
1,330.00	-5.00%	\$9.50	-5.00%
1,260.00	-10.00%	\$9.00	-10.00%
1,120.00	-20.00%	\$8.00	-20.00%
980.00	-30.00%	\$7.00	-30.00%
840.00	-40.00%	\$6.00	-40.00%
700.00	-50.00%		