

GOLDMAN SACHS GROUP INC  
Form 424B2  
October 02, 2018

September 2018

Pricing Supplement filed pursuant to Rule 424(b)(2) dated September 28, 2018 /

Registration Statement No. 333-219206

## STRUCTURED INVESTMENTS

Opportunities in International Equities

### GS Finance Corp.

#### \$4,439,500 Buffered PLUS Based on the Value of a Basket Consisting of an Index and an ETF due April 1, 2021

##### Principal at Risk Securities

**The Buffered Performance Leveraged Upside Securities<sup>SM</sup> (PLUS) do not bear interest and are unsecured notes issued by GS Finance Corp. and guaranteed by The Goldman Sachs Group, Inc.** The amount that you will be paid on your PLUS at stated maturity (April 1, 2021) is based on the performance of a weighted basket composed of the EURO STOXX 50<sup>®</sup> Index (70.00% weighting) and the iShares<sup>®</sup> MSCI Emerging Markets ETF (30.00% weighting) as measured from the pricing date (September 28, 2018) to and including the valuation date (March 29, 2021).

**The return on your PLUS is linked in part to the performance of the iShares<sup>®</sup> MSCI Emerging Markets ETF (ETF), and not to that of the MSCI Emerging Markets Index on which the iShares<sup>®</sup> MSCI Emerging Markets ETF is based (underlying index). The ETF follows a strategy of representative sampling, which means the ETF's holdings are not the same as those of its underlying index. The performance of the ETF may significantly diverge from that of its underlying index.**

The initial basket value is 100, and the final basket value (the basket closing value on the valuation date) will equal the *sum* of the products, as calculated separately for each basket component, of: (i) the final basket component value *multiplied* by (ii) the applicable multiplier. The multiplier will equal, for each basket component, the *quotient* of (i) the weighting of such basket component *multiplied* by 100 *divided* by (ii) the initial basket component value.

At maturity, if the final basket value is *greater than* the initial basket value of 100, the return on your PLUS will be positive and equal to the *product* of the leverage factor of 200% *multiplied* by the basket percent increase (the percentage increase in the final basket value from the initial basket value), subject to the maximum payment of \$14.55 per PLUS. If the final basket value is equal to or less than the initial basket value but has not decreased by more than the buffer amount of 10.00% of the initial basket value, you will receive the principal amount of your PLUS. **However, if the final basket value has decreased from the initial basket value by more than the buffer amount, you will lose 1% for every 1% decline beyond the buffer amount, subject to the minimum payment at maturity of 10.00% of the stated principal amount. Declines in one basket component may offset increases in the other basket component. Due to the unequal weighting of each basket component, the performance of the EURO STOXX 50<sup>®</sup> Index will have a significantly larger impact on your return on the notes than the performance of the iShares<sup>®</sup> MSCI Emerging Markets ETF.**

At maturity, for each \$10 principal amount of your PLUS, you will receive an amount in cash equal to:

- if the final basket value is *greater than* the initial basket value, the *sum* of (i) \$10 *plus* (ii) the *product* of (a) \$10 *times* (b) 2.00 *times* (c) basket percent increase, subject to the maximum payment at maturity of \$14.55;



The issue price, underwriting discount and net proceeds listed above relate to the PLUS we sell initially. We may decide to sell additional PLUS after the date of this pricing supplement, at issue prices and with underwriting discounts and net proceeds that differ from the amounts set forth above. The return (whether positive or negative) on your investment in PLUS will depend in part on the issue price you pay for such PLUS.

GS Finance Corp. may use this prospectus in the initial sale of the PLUS. In addition, Goldman Sachs & Co. LLC or any other affiliate of GS Finance Corp. may use this prospectus in a market-making transaction in a PLUS after its initial sale. **Unless GS Finance Corp. or its agent informs the purchaser otherwise in the confirmation of sale, this prospectus is being used in a market-making transaction.**

#### Estimated Value of Your PLUS

*The estimated value of your PLUS at the time the terms of your PLUS are set on the pricing date (as determined by reference to pricing models used by Goldman Sachs & Co. LLC (GS&Co.) and taking into account our credit spreads) is equal to approximately \$9.64 per \$10 principal amount, which is less than the original issue price. The value of your PLUS at any time will reflect many factors and cannot be predicted; however, the price (not including GS&Co.'s customary bid and ask spreads) at which GS&Co. would initially buy or sell PLUS (if it makes a market, which it is not obligated to do) and the value that GS&Co. will initially use for account statements and otherwise is equal to approximately the estimated value of your PLUS at the time of pricing, plus an additional amount (initially equal to \$0.36 per \$10 principal amount).*

*Prior to September 28, 2019, the price (not including GS&Co.'s customary bid and ask spreads) at which GS&Co. would buy or sell your PLUS (if it makes a market, which it is not obligated to do) will equal approximately the sum of (a) the then-current estimated value of your PLUS (as determined by reference to GS&Co.'s pricing models) plus (b) any remaining additional amount (the additional amount will decline to zero on a straight-line basis from the time of pricing through September 27, 2019). On and after September 28, 2019, the price (not including GS&Co.'s customary bid and ask spreads) at which GS&Co. would buy or sell your PLUS (if it makes a market) will equal approximately the then-current estimated value of your PLUS determined by reference to such pricing models.*

#### About Your PLUS

The PLUS are notes that are part of the Medium-Term Notes, Series E program of GS Finance Corp. and are fully and unconditionally guaranteed by The Goldman Sachs Group, Inc. This prospectus includes this pricing supplement and the accompanying documents listed below. This pricing supplement constitutes a supplement to the documents listed below and should be read in conjunction with such documents :

- General terms supplement no. 1,735 dated July 10, 2017

- Prospectus supplement dated July 10, 2017
- Prospectus dated July 10, 2017

The information in this pricing supplement supersedes any conflicting information in the documents listed above. In addition, some of the terms or features described in the listed documents may not apply to your PLUS.

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- if the final basket value is *equal to or less than* the initial basket value but has decreased from the initial basket value by an amount *less than or equal to* the buffer amount of 10.00%, \$10; or