

THE STRATEGIC CASE FOR INVESTING IN GOLD

State Street Global Advisors' 2015 Year-End Investor Survey found that a slowdown in US corporate profitability, a return of stock market volatility and rising geopolitical risks were the most pressing concerns for Investment Professionals headed into 2016.

Since the start of the year, many of these concerns have materialized and investors have turned to gold in search of portfolio diversification and risk mitigation.

Global equity markets began 2016 firmly in a downward trend...

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State Street Global Markets, LLC serves as the marketing agent for GLD.

IMPORTANT RISK INFORMATION

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Investing in GLD® allows investors to take advantage of gold's historical low correlation to stocks and bonds.

Diversification does not ensure profit or guarantee against loss.

There can be no assurance that a liquid market will be maintained for ETF shares.

Investing in commodities entails significant risk and is not appropriate for all investors.

Important Information Relating to SPDR Gold Trust ("GLD"): The SPDR Gold Trust ("GLD") has filed a registration statement (including a prospectus) with the Securities and Exchange Commission ("SEC") for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents GLD has filed with the SEC for more complete information about GLD and this offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov or by visiting www.spdrgoldshares.com. Alternatively, the Trust will arrange to send you the prospectus if you request it by calling 1-866-320-4053.

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