

Key Information

GLD

SPDR® Gold Shares

Objective	Designed to track the price of gold (net of Trust expenses). See Important Risk Disclosures below regarding the risk of investing in GLD®.
Structure	Continuously offered investment trust
Symbol	GLD
Exchange	NYSE Arca
Initial Pricing	Based on the price of 1/10th of an ounce of gold
Minimum Order	1 share*
Short Sale Eligible	Yes
Margin Eligible	Yes
Gross Expense Ratio	0.40%**

Gold Bullion

Allocated Gold	The Trust's gold bullion is kept in the form of London Good Delivery bars (~400 oz.) and held in an allocated account.***
Storage	The gold bullion is held by the Custodian, HSBC Bank plc, in its London vault or in the vaults of sub-custodians.

Advantages

Easily Accessible	Listed on the NYSE Arca and cross-listed in Tokyo, Hong Kong, Singapore and Mexico.
Secure	Shares of the Trust represent fractional, undivided interests in the Trust, the primary asset of which is allocated (or secured) gold.
Cost-Effective	For many investors, the transaction costs charged for the purchase and sale of GLD are expected to be lower than the costs associated with the purchase, storage and insurance of physical gold. Frequent trading of ETFs could significantly increase commissions and other costs such that they may offset any savings from low fees or costs.
Liquid	Structure allows for baskets to be created and redeemed according to market demand, creating liquidity.****
Transparent	There exists a 24-hour global over-the-counter market for gold bullion, which provides readily available market data. The price, holdings and net asset value of GLD, as well as market data for the overall gold bullion market, can be tracked daily at: spdrgoldshares.com
Flexible	SPDR Gold Shares (Symbol: GLD) are listed on the NYSE Arca and trade the same way ordinary stocks do. It is possible to buy or sell GLD continuously throughout the trading day on the exchange at prices established by the market. Additionally, it is possible to place market, limit and stop-loss orders of GLD.

Management

Sponsor	World Gold Trust Services, LLC
Custodian	HSBC Bank plc
Trustee	BNY Mellon Asset Servicing, a division of the Bank of New York Mellon
Marketing Agent	State Street Global Markets, LLC

* Individual shareholders cannot interact directly with the trust under any circumstances.

** Effective July 17, 2015, the Sponsor receives a fee of 0.40% per year of the daily net asset value, or daily NAV, of the Trust, and is responsible for all ordinary fees and expenses of the Trust. The gross expense ratio is the fund's total annual operating expense ratio. It is gross of any fee waivers or expense reimbursements. It can be found in the fund's most recent prospectus.

*** An allocated account is an account with a bullion dealer, which may also be a bank, to which individually identified units of gold (such as bars) owned by the account holder are credited. The gold held in an allocated gold account is specific to that account and is identified by a list that shows, for each unit of gold, the refiner, assay or fineness, serial number and gross and fine weight.

**** Although shares of GLD have historically been readily tradable on securities exchanges, there can be no assurance that an active trading market will be maintained.

Definitions

Market Order

A buy or sell order that will be executed immediately at current market price.

Limit Order

A buy or sell order that will only be executed above or below a specific market price.

Stop-Loss Order

A sell order that is triggered if a security hits a specific market price.

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Important Risk Information

ETFs trade like stocks, fluctuate in market value and may trade at prices above or below the ETFs net asset value. Brokerage commissions and ETF expenses will reduce returns.

While the shares of ETFs are tradable on secondary markets, they may not readily trade in all market conditions and may trade at significant discounts in periods of market stress.

Commodities and commodity-index linked securities may be affected by changes in overall market movements, changes in interest rates, and other factors such as weather, disease, embargoes, or political and regulatory developments, as well as trading activity of speculators and arbitrageurs in the underlying commodities.

Frequent trading of ETFs could significantly increase commissions and other costs such that they may offset any savings from low fees or costs.

The use of short selling entails a high degree of risk, may increase potential losses and is not suitable for all investors. Please assess your financial circumstances and risk tolerance prior to short selling.

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

Important Information Relating to SPDR Gold Trust:

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 sec.gov or by visiting spdrgoldshares.com. Alternatively,

the Trust will arrange to send you the prospectus if you request it by calling 866.320.4053.

GLD is not an investment company registered under the Investment Company Act of 1940 (the "1940 Act") and is not subject to regulation under the Commodity Exchange Act of 1936 (the "CEA"). As a result, shareholders of the Trust do not have the protections associated with ownership of shares in an investment company registered under the 1940 Act or the protections afforded by the CEA.

Investing involves risk, and you could lose money on an investment in GLD. Please see the GLD prospectus for a detailed discussion of the risks of investing in GLD shares. The GLD prospectus is available by clicking here.

GLD shares trade like stocks, are subject to investment risk and will fluctuate in market value. The value of GLD shares relates directly to the value of the gold held by GLD (less its expenses), and fluctuations in the price of gold could materially and adversely affect an investment in the shares. The price received upon the sale of the shares, which trade at market price, may be more or less than the value of the gold represented by them. GLD does not generate any income, and as GLD regularly sells gold to pay for its ongoing expenses, the amount of gold represented by each Share will decline over time.

"SPDR" is a registered trademark of Standard & Poor's Financial Services LLC ("S&P") and has been licensed for use by State Street Corporation. STANDARD & POOR'S, S&P and S&P 500 are registered trademarks of Standard & Poor's Financial Services LLC. No financial product offered by State Street Corporation or its affiliates is sponsored, endorsed, sold or promoted by S&P or its affiliates, and S&P and its affiliates make no representation, warranty or condition regarding the advisability of buying, selling or holding units/shares in such products. Further limitations that could affect investors' rights may be found in GLD's prospectus.

For more information: State Street Global Markets, LLC, One Lincoln Street, Boston, MA, 02111. T: +1 866 320 4053. spdrgoldshares.com

Not FDIC Insured • No Bank Guarantee • May Lose Value

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