

Filed Pursuant To Rule 433
Registration No. 333-203585
February 11, 2016

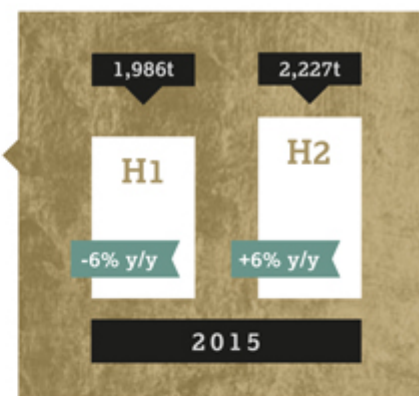
Gold Demand Trends

Full year and Q4 2015



Turbulence in gold demand in H1 gave way to strength in H2

Annual gold demand was little changed in 2015, just 14t down from 2014. The first half of the year was challenging and demand was comparatively weak, before a convincing recovery in the second half saw demand grow by 6% year-on-year.



Change in demand volumes: H1 2015 vs. H2 2015



Q4 in review

+47t increase in demand



1,118t total



+4%

Growth in gold demand year-on-year

Consumer resilience in Q4



-3t

Demand for jewellery, bars and coins was robust despite challenges

Mine production in Q4 2015 was 825t



-2%

Central bank purchases

+33t vs Q4 2014

Central banks made sizeable gold purchases in Q4 in their continued search for diversification of reserve assets

Indian consumer demand



Despite flooding and weaker rural incomes, Q4 demand increased as the Diwali festival spurred buying

Chinese gold demand

27%

of global demand was accounted for by Chinese consumers for jewellery, bars and coins in Q4

SPDR® GOLD TRUST has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the Trust and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the Trust or any Authorized Participant will arrange to send you the prospectus if you request it by calling toll free at 1-866-320-4053 or contacting State Street Global Markets, LLC, One Lincoln Street, Attn: SPDR® Gold Shares, 30th Floor, Boston, MA 02111.