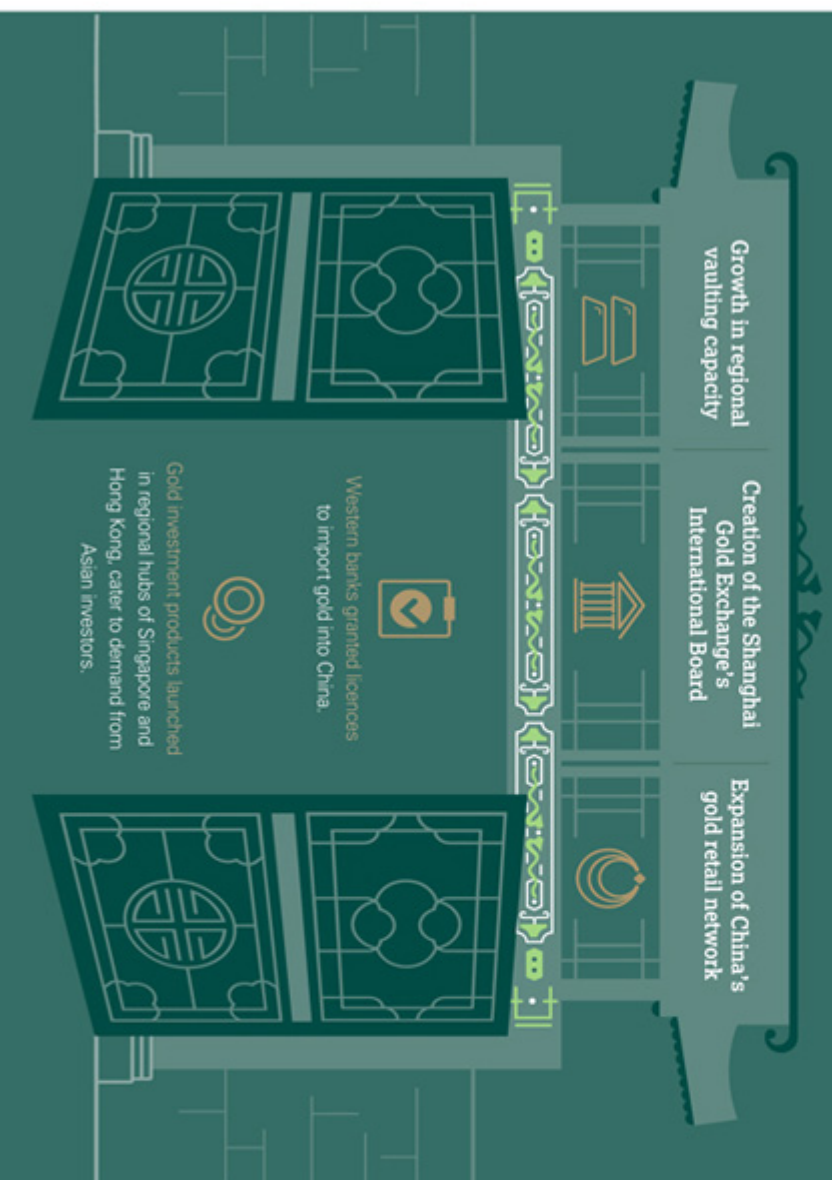




Gold Demand Trends Full Year 2014

Asia's share of global consumer demand has grown from **47% to 60% in five years**. This growth has fuelled the development of local infrastructure to meet the region's increasing demands.



Central banks globally were again committed buyers, adding 477t to their reserves.



Jewellery demand stabilised following an exceptional 2013. Demand was down 10% year-on-year to 2,153t, but comfortably above the 5-year average.



2014 mine production reached a record of **3,114t**, 2% above last year. Meanwhile, recycling declined to a 7-year low.



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.