

## 4 REASONS WHY NIRP MAY LEAD TO STRUCTURALLY HIGHER GOLD DEMAND

Plunging oil prices, market volatility and fears of slowing growth in China have sparked renewed investor interest in gold. However, the so-called “fear trade” is not the only catalyst driving this increased demand. Juan Carlos Artigas, Director of Investment Research at the World Gold Council, explains how low and negative interest rate policies are shifting the way investors view gold in a portfolio and what the long-term implications might be for the precious...

[READ MORE →](#)

STATE STREET  
GLOBAL ADVISORS.  
SPDR<sup>®</sup>

GLD

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

IMPORTANT RISK INFORMATION

# IMPORTANT RISK INFORMATION

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](http://www.sec.gov) or by visiting [www.spdrgoldshares.com](http://www.spdrgoldshares.com). Alternatively, the Trust will arrange to send you the prospectus if you request it by calling 1-866-320-4053.

Not FDIC Insured \* No Bank Guarantee \* May Lose Value

IBG-20392

STATE STREET  
GLOBAL ADVISORS.  
SPDR®

GLD

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

CLOSE

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](http://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.