

EMI Strategic Marketing

SSG1506
10/23/2019
Page 2

Twitter

Posts Link to: <https://us.spdrs.com/en/etf/spdr-gold-shares-GLD>
AdTrax code: NA
Exp. Date: NA
ALPS code (if applicable):

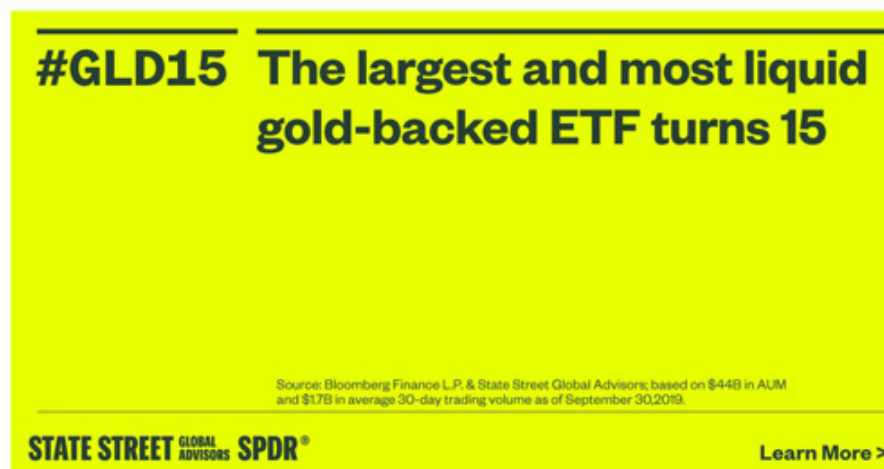
Tweet 1

Post Copy

Happy birthday, \$GLD! 🎂🥳

See how much the first—not to mention the largest and most liquid—US #gold #ETF has grown in 15 years! [Bit.ly – placeholder!] #GLD15

Image



Link Title

GLD at 15

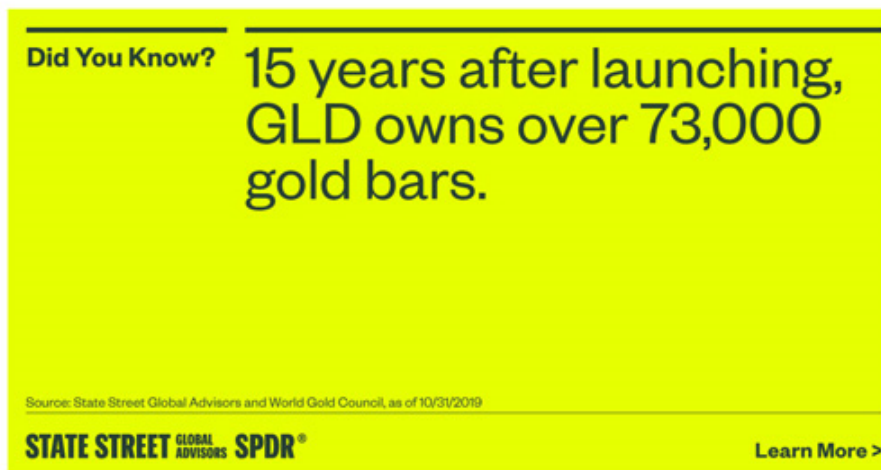
Tweet 2

Post Copy

On November 18, 2004 we launched the first US #gold #ETF, \$GLD, with @GOLDCOUNCIL.
15 years later, GLD owns over 73,000 bars of gold! 🤖

Learn more as we celebrate #GLD15: [Bit.ly – placeholder!]

Image



Link Title

GLD Turns 15 Years Old

Tweet 3

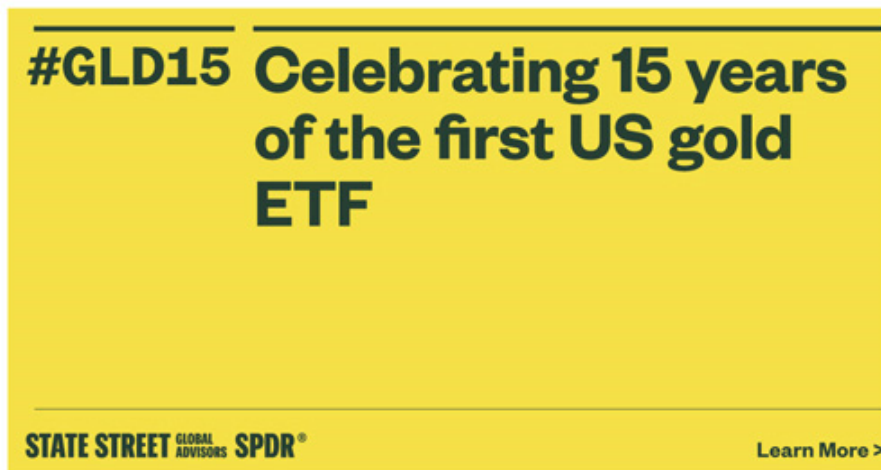
Post Copy

#DidYouKnow? In the 15 years since \$GLD launched as the first US #gold #ETF 11 other gold-related ETFs have followed!

Learn more about this trendsetter, as we celebrate #GLD15 [Bit.ly – placeholder!]

Source: ETF.com and State Street Global Advisors, as of 11/06/2019

Image



Link Title

Happy 15th Birthday GLD

Tweet 4

Post Copy

15 years ago, \$GLD launched as the first US #gold #ETF. Now, it's the world's largest and most liquid gold ETF!

Happy birthday, GLD! 🎂🎉

Learn more: [Bit.ly – placeholder!] #GLD15

Image



Link Title

Celebrating 15 Years of GLD

Tweet 5:

Post Copy

Fun fact: On November 18th, \$GLD celebrated its 15th birthday.

Funner fact: The total weight of gold bars in GLD is over 1.9 million pounds—as much as roughly 65,000 Thanksgiving turkeys! 🦃 🤔

Learn more about GLD: [Bit.ly – placeholder!] #GLD15

Image



Link title

GLD at 15

LinkedIn Company Page Post:

Links to: <https://us.spdrs.com/en/etf/spdr-gold-shares-GLD>

AdTrax code: NA
Exp. Date: NA
ALPS code (if applicable):

Birthday Celebration

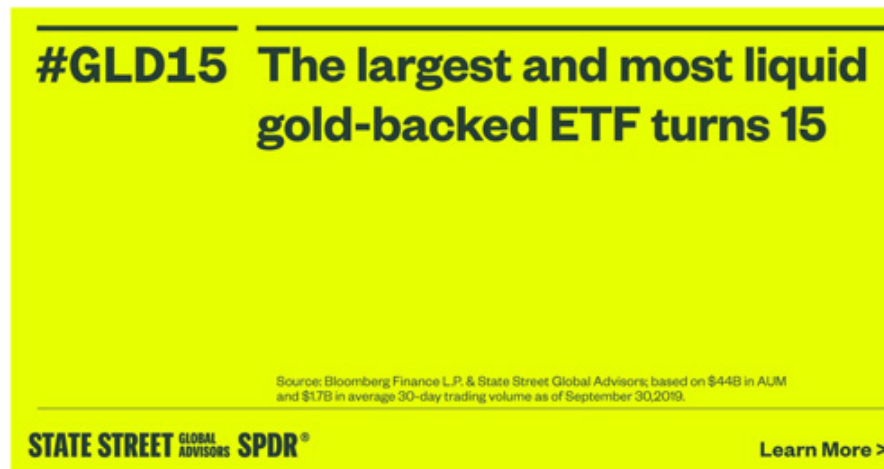
Post 1 (Company page)

Post Copy

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Image



Link Title

GLD Turns 15 Years Old

Information Classification: Limited Access

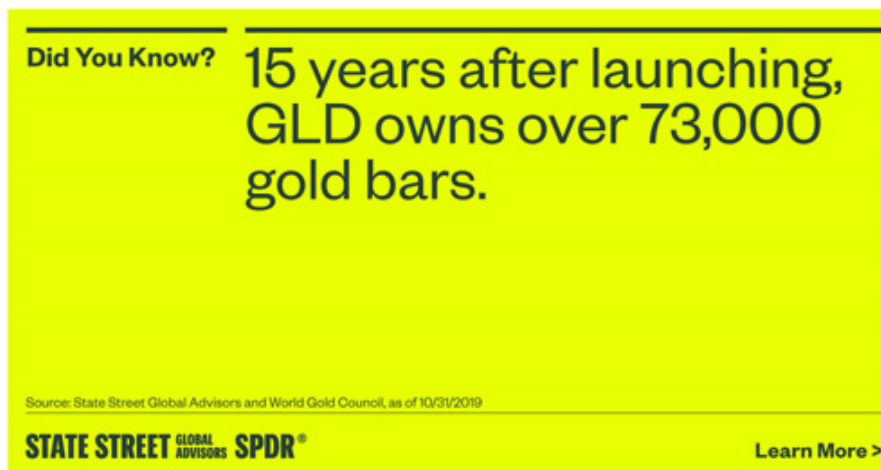
Post 2 (DSU)

Post Copy

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Image



Link Title

Happy 15th Birthday GLD

Post 3 (DSU)

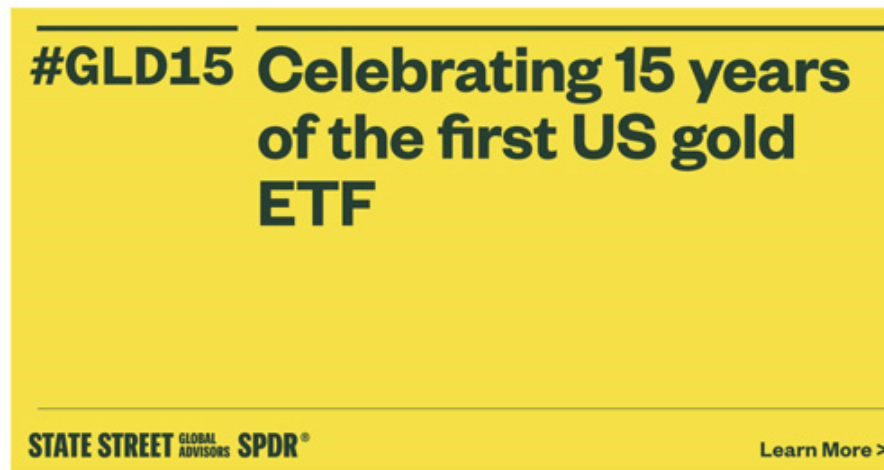
Post Copy

Did you know? In the 15 years since GLD launched as the first US gold ETF, 11 other gold-related ETFs have followed!

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Source: ETF.com and State Street Global Advisors, as of 11/06/2019

Image



Link Title

Celebrating 15 Years of GLD

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 Advisors Funds Distributors, LLC, One Lincoln Street, Attn: SPDR® Gold Shares, 30th Floor, Boston, MA 02111.