

Twitter:

Links to:
AdTrax code:
Exp. Date:
ALPS code (if applicable):

GLDM:
<https://www.ssga.com/us/en/intermediary/etfs/funds/spdr-gold-minisharessm-trust-gldm>



GLD:
<https://www.ssga.com/us/en/intermediary/etfs/funds/spdr-gold-shares-gld>

Standard Tweet Copy
[140 char recommended]
[280 char max]

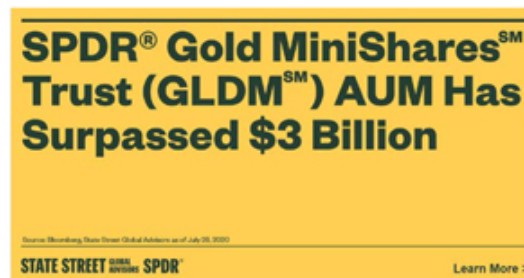
[Each emoji counts as 2 char]
[Each em dash counts as 2 char]
[Include hashtags]
[Include mentions]
Note a link as:
[Bit.ly – placeholder!]

Poll Tweet Copy
[140 char recommended]
[280 char max]
[25 char max for poll answers]
[Min 2 answer options, max 4]


Tweet 1:

 April 14, 2020: \$GLDM passes \$2 billion in AUM.
 July 28, 2020: GLDM hits \$3 billion in AUM.

Learn more about #gold, and our fast-growing, low cost gold #ETF: [Bit.ly – placeholder!]



Tweet 2:

#DidYouKnow? After reaching \$2 billion in AUM in April, \$GLDM gained another \$1B in assets by the end of July.


Learn about our fast-growing, lowest cost #gold #ETF:
[Bit.ly – placeholder!]

Did You Know?
SPDR® Gold MiniShares™ Trust (GLDM™)
has surpassed **\$3 billion in AUM** – less
than four months after surpassing
\$2 billion.

Source: Bloomberg, State Street Global Advisors as of July 30, 2020

STATE STREET GLOBAL ADVISORS SPDR®

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Tweet 3:

Think #gold is just a quiet option? Well, \$GLD just “quietly” closed at an all-time high AUM of \$79.9 billion 🤔.

Find out why you may want to #thinkagain about gold:
[Bit.ly – placeholder!]

Source: Bloomberg, State Street Global Advisors as of August 4, 2020.

Think GLD® is just a quiet
option? **Think again.**

STATE STREET GLOBAL ADVISORS SPDR®

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Link Title [Required for any post with Website or Media card]
[50 char recommended]
[70 char max]

**GLDM Surpasses \$3 Billion In AUM
GLD Reaches An All-Time AUM High**

LinkedIn Company Page & DSU Post:

Links to:
AdTrax code:
Exp. Date:
ALPS code (if applicable):

GLDM:
<https://www.ssga.com/us/en/intermediary/etfs/funds/spdr-gold-minisharesm-trust-gldm>

GLD:
<https://www.ssga.com/us/en/intermediary/etfs/funds/spdr-gold-shares-gld>

Headline
[150 char recommended]
[Truncates at 224 char]
[1,300 char max]
[DSUs will not carry over tags for SMEs or Companies]

Post 1:

In April 2020, GLDM surpassed \$2 billion in AUM. And by the end of July, GLDM hit \$3 billion in AUM. Learn more about gold, and our fast-growing, low cost gold ETF: [Bit.ly – placeholder!]

SPDR® Gold MiniSharesSM Trust (GLDMSM) AUM Has Surpassed \$3 Billion

Source: Bloomberg, State Street Global Advisors as of July 31, 2020

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Post 2:

Did you know? After reaching \$2 billion in AUM in April, GLDM gained another \$1 billion by the end of July. Learn about our fast-growing, lowest cost gold ETF, and why you should think again if you think gold is just a quiet option: [Bit.ly – placeholder!]

Did You Know?
SPDR® Gold MiniSharesSM Trust (GLDMSM) has surpassed \$3 billion in AUM – less than four months after surpassing \$2 billion.

Source: Bloomberg, State Street Global Advisors as of July 31, 2020

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Post 3:

Do you think gold is just a quiet option? Well, GLD just “quietly” closed at an all-time high AUM of \$79.9 billion. Find out why you may want to think again about gold: [Bit.ly – placeholder!]

Source: Bloomberg, State Street Global Advisors as of August 4, 2020.



Think GLD[®] is just a quiet option? **Think again.**

STATE STREET GLOBAL ADVISORS SPDR[®]

[Learn More >](#)

Link Title [Required for any post with URL]

[70 char max]

[Video: 45 char max]

Button [Required for all]

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**GLDM Surpasses \$3 Billion In AUM
GLD Reaches An All-Time AUM High**

[Learn More](#)

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.