

## Emerging Markets Consumer ETF

### Fund Objective

The EGShares Emerging Markets Consumer ETF seeks to achieve its investment objective of total return by investing in the constituent securities of the Dow Jones Emerging Markets Consumer Titans 30 Index. The index is created to measure the stock performance of 30 leading emerging-market companies in the Consumer Goods and Consumer Services Industries as defined by the Industry Classification Benchmark (ICB). Stocks are selected to the index based on rankings by float-adjusted market capitalization, revenue and net profit.

All information as of March 31, 2012

### Key Statistics

ETF Ticker (NYSE):	<b>ECON</b>
Bloomberg Index Ticker:	DJECONT
Inception Date	9/14/2010
Net Expenses*	0.85%
Holdings	30
Average Market Cap	\$29.96B
Median Market Cap	\$17.46B
Trailing P/E Ratio	21.0x
Price/Book Ratio	3.9x
Index Dividend Yield	1.64%

### Industry Breakdown

Beverages	15.8%
General Retailers	15.7%
Food Producers	13.2%
Food & Drug Retailers	13.0%
Media	12.0%
Automobiles & Parts	11.6%
Travel & Leisure	8.2%
Tobacco	5.5%
Personal Goods	3.4%
Household Goods & Home Construction	1.6%

### Country Breakdown

Mexico	19.4%
Brazil	17.4%
South Africa	17.4%
India	12.6%
Chile	10.3%
Malaysia	6.8%

### Company (Ticker)

Cia de Bebidas das Americas (ABV US)	10.0%
Naspers Ltd (NPN SJ)	7.6%
Wal-Mart de Mexico SAB de CV (WALMEXV MM)	6.8%
Fomento Economico Mexicano SAB de CV (FEMSAUBD MM)	5.8%
Astra International Tbk PT (ASII IJ)	5.7%
ITC Ltd (ITC IN)	5.5%
BRF - Brasil Foods SA (BRFS US)	4.9%
Grupo Televisa SAB (TLEVICPO MM)	4.4%
SACI Falabella (FALAB CI)	4.1%
Cencosud SA (CENCOSUD CI)	4.0%
Hindustan Unilever Ltd (HUVR IN)	3.4%
Genting Bhd (GENT MK)	3.1%
Magnit OJSC (MGNT LI)	3.0%
Shoprite Holdings Ltd (SHP SJ)	2.6%
Cia Brasileira de Distribuicao Grupo Pao de Acucar (CBD US)	2.5%
Grupo Bimbo SAB de CV (BIMBOA MM)	2.4%
Tiger Brands Ltd (TBS SJ)	2.4%
Lan Airlines SA (LFL US)	2.2%
Bajaj Auto Ltd (BJAUT IN)	2.1%
Dongfeng Motor Group Co Ltd (489 HK)	2.1%
IOI Corp Bhd (IOI MK)	2.1%
Truworths International Ltd (TRU SJ)	1.9%
New Oriental Education & Technology Group (EDU US)	1.7%
Hero Motocorp Ltd (HMCL IN)	1.6%
Steinhoff International Holdings Ltd (SHF SJ)	1.6%
Genting Malaysia BHD (GENM MK)	1.6%
Ctrip.com International Ltd (CTRP US)	1.3%
Grupo Nutresa SA (NUTRESA CB)	1.3%
Massmart Holdings Ltd (MSM SJ)	1.2%
X5 Retail Group NV (FIVE LI)	1.0%

Holdings are subject to change

Performance	1-Month (%)	3-Month (%)	Year-to-Date (%)	1-Year (%)	Since Inception (%)
Total Returns (Net Asset Value)	0.69	12.95	12.95	9.44	15.31
Total Returns (Market Price)	1.26	13.17	13.17	9.55	15.52
Dow Jones Emerging Markets Consumer Titans Index	0.63	13.25	13.25	10.30	17.10

**Performance data quoted represents past performance. Past performance does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Current performance data may be higher or lower than actual data quoted. For the most current month-end performance data please visit [EmergingGlobalAdvisors.com](http://EmergingGlobalAdvisors.com) or call + 1 888 800 4347.**

Market price returns are based on the midpoint of the bid/ask spread at 4 pm ET and do not represent the returns an investor would receive if shares were traded at other times.

**\*Gross expenses of 1.20% are reimbursed to keep from exceeding 0.85% of net assets. This agreement will remain in effect and will be contractually binding at least until July 29, 2012.**

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**Carefully consider the Fund's investment objectives, risk factors and charges and expenses before investing. This and other information can be found in the Funds' prospectuses, which may be obtained by calling + 1 888 800 4347 or by visiting the fund's website [www.EmergingGlobalAdvisors.com](http://www.EmergingGlobalAdvisors.com) to view or download a prospectus. Read the prospectus carefully before investing. Investing involves risk, including possible loss of principal.**

**Emerging market investments involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principles, from economic or political instability in other nations or increased volatility and lower trading volume. This fund will concentrate its investments in issuers of one or more particular industries to the same extent that its Underlying Index is so concentrated and to the extent permitted by applicable regulatory guidance. Concentration risk results from maintaining exposure to issuers conducting business in a specific industry.**

**EGShares Funds ("Funds") are distributed by ALPS Distributors, Inc. ALPS Advisors, Inc. serves as the investment advisor to the Funds. Emerging Global Advisors acts as the sub-advisor to the Funds. ALPS and Emerging Global Advisors are unaffiliated entities.**

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**Market Cap:** The total dollar value of all outstanding shares. Computed as share times current market price.

**Trailing P/E Ratio:** The sum of a company's price-to-earnings, calculated by taking the current stock price and dividing it by the trailing earnings per share for the past 12 months. (excluding negative)

**Price/Book Ratio:** A ratio used to compare a stock's market value to its book value. It is calculated by dividing the current closing price of the stock by the latest quarter's book value per share.

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