

Fund Objective

The EGShares Consumer Goods GEMS exchange-traded fund (ETF) seeks to achieve its investment objective of total return by investing in the constituent securities of the Dow Jones Emerging Markets Consumer Goods Titans 30 Index. The index is created to represent 30 of the largest emerging-market companies in the Consumer Goods Industry 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):	GGEM
Bloomberg Index Ticker:	DJECGT
Inception Date:	6/23/2011
Net expenses*	0.85%
Holdings	30
Average Market Cap	\$25.8B
Median Market Cap	\$15.5B
Trailing P/E	17.9x
Price/Book	3.5x
Index Dividend Yield	2.43%

Country Breakdown

India	18.2%
Brazil	17.4%
Mexico	16.4%
Indonesia	13.8%
Malaysia	11.0%
China	8.1%
South Africa	3.8%
Thailand	2.9%

Industry Breakdown

Food Producers	30.5%
Beverages	26.1%
Automobiles & Parts	21.6%
Tobacco	11.5%
Personal Goods	8.8%
Household Goods & Home Construction	1.2%

Company (Ticker)

Cia de Bebidas das Americas (ABV US)	10.2%
Astra International Tbk PT (ASII IJ)	7.1%
Fomento Economico Mexicano SAB de CV (FMX US)	6.4%
ITC Ltd (ITC IN)	6.2%
BRF - Brasil Foods SA (BRFS US)	6.0%
Hindustan Unilever Ltd (HUVR IN)	4.6%
Grupo Bimbo SAB de CV (BIMBOA MM)	3.9%
Dongfeng Motor Group Co Ltd (489 HK)	3.8%
Tiger Brands Ltd (TBS SJ)	3.8%
Bajaj Auto Ltd (BJAUT IN)	3.6%
IOI Corp Bhd (IOI MK)	3.4%
Charoen Pokphand Foods PCL (CPF TB)	2.9%
Hero Motocorp Ltd (HMCL IN)	2.7%
Kuala Lumpur Kepong Bhd (KLK MK)	2.7%
Gudang Garam Tbk PT (GGRM IJ)	2.7%
British American Tobacco Malaysia Bhd (ROTH MK)	2.6%
Grupo Nutresa SA (NUTRESA CB)	2.5%
Anadolu Efes Biracilik Ve Malt Sanayii AS (AEFES TI)	2.4%
Coca-Cola Femsa SAB de CV (KOF US)	2.4%
PPB Group Bhd (PEP MK)	2.3%
Unilever Indonesia Tbk PT (UNVR IJ)	2.2%
Great Wall Motor Co Ltd (2333 HK)	2.1%
Guangzhou Automobile Group Co Ltd (2238 HK)	2.1%
Kimberly-Clark de Mexico SAB de CV (KIMBERA MM)	1.9%
San Miguel Corp (SMC PM)	1.9%
Indofood Sukses Makmur Tbk PT (INDF IJ)	1.8%
Grupo Modelo SAB de CV (GMODELOC MM)	1.7%
China Agri-Industries Holdings Ltd (606 HK)	1.3%
Gafisa SA (GFA US)	1.2%
United Spirits Ltd (UNSP IN)	1.1%

Holdings are subject to change

Performance	1-Month (%)	3-Month (%)	Year-to-Date (%)	1-Year (%)	Since Inception (%)
Total Returns (Net Asset Value)	0.36	9.80	9.80	N/A	11.62
Total Returns (Market Price)	0.91	11.10	11.10	N/A	11.84
Dow Jones Emerging Markets Consumer Goods Titans 30 Index	0.44	9.94	9.94	14.48	11.39

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 or call + 1 888 800 4347.

This fund is new and has limited operating history. 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.**

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 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.

The "Dow Jones Emerging Markets Consumer Goods Titans 30 Index" is a product of Dow Jones Indexes, a licensed trademark of CME Group Index Services LLC ("CME"), and has been licensed for use. "Dow Jones®", "Dow Jones Emerging Markets Consumer Goods Titans 30 Index" and "Dow Jones Indexes" are service marks of Dow Jones Trademark Holdings, LLC ("Dow Jones") and have been licensed to CME and have been sublicensed for use for certain purposes by Emerging Global Advisors, LLC. The Funds are not sponsored, endorsed, sold or promoted by Dow Jones, CME or their respective affiliates. Dow Jones, CME and their respective affiliates make no representation or warranty, express or implied, to the owners of the Funds or any member of the public regarding the advisability of investing in securities generally or in the Funds particularly. The only relationship of Dow Jones, CME or any of their respective affiliates to the Licensee is the licensing of certain trademarks, trade names and service marks of Dow Jones and of the Dow Jones Emerging Markets Consumer Goods Titans 30 Index, which is determined, composed and calculated by CME without regard to Emerging Global Advisors, LLC or the Funds. Dow Jones and CME have no obligation to take the needs of the Funds or the owners of the Funds into consideration in determining, composing or calculating the Dow Jones Emerging Markets Consumer Goods Titans 30 Index. Dow Jones, CME and their respective affiliates are not responsible for and have not participated in the determination of the timing of, prices at, or quantities of the Funds to be issued or in the determination or calculation of the equation by which the Funds are to be converted into cash. Dow Jones, CME and their respective affiliates have no obligation or liability in connection with the administration, marketing or trading of the Funds. Notwithstanding the foregoing, CME Group Inc. and its affiliates may independently issue and/or sponsor financial products unrelated to the Funds currently being issued by Emerging Global Advisors, LLC, but which may be similar to and competitive with the Funds. In addition, CME Group Inc. and its affiliates may trade financial products which are linked to the performance of the Dow Jones Emerging Markets Consumer Goods Titans 30 Index. It is possible that this trading activity will affect the value of the Dow Jones Emerging Markets Consumer Goods Titans 30 Index and the Funds.

Dow Jones, CME and their respective affiliates do not guarantee the accuracy and/or the completeness of the Dow Jones Emerging Markets Consumer Goods Titans 30 Index or any data included therein and Dow Jones, CME and their respective affiliates shall have no liability for any errors, omissions, or interruptions therein. Dow Jones, CME and their respective affiliates make no warranty, express or implied, as to results to be obtained by Emerging Global Advisors, LLC, owners of the funds, or any other person or entity from the use of the Dow Jones Emerging Markets Consumer Goods Titans 30 Index or any data included therein. Dow Jones, CME and their respective affiliates make no express or implied warranties, and expressly disclaims all warranties, of merchantability or fitness for a particular purpose or use with respect to the Dow Jones Emerging Markets Consumer Goods Titans 30 Index or any data included therein. Without limiting any of the foregoing, in no event shall Dow Jones, CME or their respective affiliates have any liability for any lost profits or indirect, punitive, special or consequential damages or losses, even if notified of the possibility thereof. There are no third party beneficiaries of any agreements or arrangements between CME and Emerging Global Advisors, LLC, other than the licensors of CME. One cannot invest directly in an index.

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

Trailing P/E: 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 negatives)

Price/Book: 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.

©2011 Emerging Global Advisors, LLC. All rights reserved. EGShares® is a registered trademark of Emerging Global Advisors, LLC. All other trademarks, service marks or registered trademarks are the property of their respective owners.