

Fund Objective

The EGShares Consumer Services 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 Services Titans 30 Index. The index is created to represent 30 of the largest emerging-market companies in the Consumer Services 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):	VGEM
Bloomberg Index Ticker:	DJECNT
Inception Date:	6/23/2011
Net expenses*	0.85%
Holdings	30
Average Market Cap	\$16.87B
Median Market Cap	\$13.06B
Trailing P/E	19.8x
Price/Book	3.4x
Index Dividend Yield	1.10%

Country Breakdown

South Africa	24.7%
Mexico	21.6%
Chile	15.3%
Malaysia	8.5%
China	5.7%
Russia	5.5%
Brazil	5.4%
Thailand	3.2%

Industry Breakdown

General Retailers	31.5%
Food & Drug Retailers	28.5%
Media	18.2%
Travel & Leisure	16.4%
General Industrials	2.6%
Household Goods & Home Construction	2.6%

Company (Ticker)

Naspers Ltd (NPN SJ)	10.4%
Wal-Mart de Mexico SAB de CV (WALMEXV MM)	9.3%
Grupo Televisa SAB (TV US)	6.8%
Cencosud SA (CENCOSUD CI)	6.2%
SACI Falabella (FALAB CI)	6.0%
Grupo Elektra SA de CV (ELEKTRA* MM)	4.5%
Genting Bhd (GENT MK)	4.5%
Magnit OJSC (MGNT LI)	4.2%
Cia Brasileira de Distribuicao Grupo Pao de Acucar (CBD US)	4.0%
Shoptite Holdings Ltd (SHP SJ)	4.0%
CP ALL PCL (CPALL TB)	3.2%
Lan Airlines SA (LFL US)	3.1%
Woolworths Holdings Ltd/South Africa (WHL SJ)	2.9%
BIM Birlesik Magazalar AS (BIMAS TI)	2.7%
Truworths International Ltd (TRU SJ)	2.6%
China Resources Enterprise Ltd (291 HK)	2.6%
Steinhoff International Holdings Ltd (SHF SJ)	2.6%
Genting Malaysia BHD (GENM MK)	2.5%
New Oriental Education & Technology Group (EDU US)	2.4%
SM Investments Corp (SM PM)	2.3%
Almacenes Exito SA (EXITO CB)	2.2%
Ctrip.com International Ltd (CTRP US)	2.1%
AirAsia BHD (AIRA MK)	1.5%
Massmart Holdings Ltd (MSM SJ)	1.5%
TAM SA (TAM US)	1.5%
X5 Retail Group NV (FIVE LI)	1.2%
Air China Ltd (753 HK)	1.1%
TV Azteca SAB de CV (AZTECACP MM)	1.0%
Pick n Pay Stores Ltd (PIK SJ)	0.8%

Holdings are subject to change

Performance	1-Month (%)	3-Month (%)	Year-to-Date (%)	1-Year (%)	Since Inception (%)
Total Returns (Net Asset Value)	-0.10	15.88	15.88	N/A	4.49
Total Returns (Market Price)	0.72	17.24	17.24	N/A	4.54
Dow Jones Emerging Markets					
Consumer Services Titans 30 Index	-0.13	15.08	15.08	4.43	3.86

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 Services 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 Services 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 Services 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 Services 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 Services Titans 30 Index. It is possible that this trading activity will affect the value of the Dow Jones Emerging Markets Consumer Services 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 Services 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 Services 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 Services 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.