

EGShares EM Core ex-China ETF (Ticker: XCEM)

Manage Emerging Market Allocations

Core Emerging Market Exposure, Without China

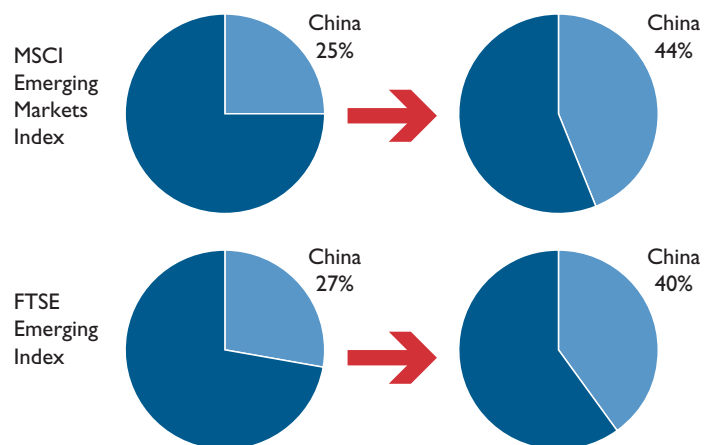
China is already a substantial portion of broad-based emerging market benchmarks...and is growing

Investors that use these indices as a benchmark for their portfolios may or may not want this much exposure

- Broad-based indices are poised to add locally traded A-shares to portfolios
- Active and passive investment strategies which benchmark to these indices may be forced to increase their China exposure

Current China Exposure

Potential China Exposure with Full Inclusion of A-Shares



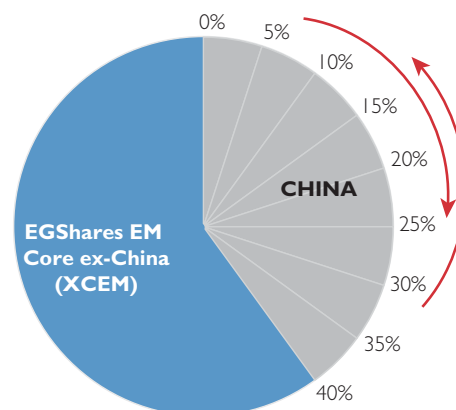
Source: Current Exposure from MSCI FTSE Russell, Bloomberg data as of January 29, 2016. Weightings subject to change. Potential China Exposure from MSCI, "Consultation on China A-shares Index Inclusion Roadmap" (June 2015) and FTSE Russell, "Preparing for China's Inclusion in Global Benchmarks" (May 2015).

Investors can control their China exposure with the EGShares EM Core ex-China ETF

By choosing a core emerging market exposure that excludes China, investors can decide how much to invest in China as well as the style and vehicle with which they are investing in China

- Dial up or down your investment in China
- Choose the type of exposure you want in China


Control Your China Exposure



Choose how to invest in China

- China Index Funds
- China A-Shares
- Diversified China
- Small Cap China
- Active China

To customize your emerging market exposure to China, consider the following EGShares ETF.

	Exposure	Underlying Index	Inception	Expense Ratio	Ticker
XCEM EGShares EM Core ex-China ETF	Diversified exposure to all emerging market countries, excluding China and Hong Kong	EGAI Emerging Markets ex-China Index	9/2/2015	Gross: 0.70% Net: 0.35%*	XCEM

*EGA has entered into a written fee waiver agreement to waive its advisory fee to 0.35% of the Fund's average daily net assets. The Fee Waiver Agreement will remain in effect and will be contractually binding for two years until August 11, 2017.

For additional information, contact EGShares at +1 888 800 4347 or visit egshares.com

Definitions

A-shares are shares in mainland China-based companies that trade on Chinese stock exchanges.

EGAI Emerging Markets ex-China Index measures the stock performance of 700 emerging market companies, excluding companies domiciled in China and Hong Kong. Companies are selected and weighted according to free-float market capitalization.

FTSE Emerging Index is a market capitalization-weighted index representing the performance companies in 22 emerging markets.

MSCI Emerging Markets Index is an index that is designed to measure equity market performance in global emerging markets.

Investors should carefully consider the investment objectives, risks, charges and expenses of the Fund before investing. To obtain a prospectus containing this and other important information, please call +1 888 800 4347 or visit egshares.com to view or download a prospectus. Read the prospectus carefully before investing.

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. The value of an investment denominated in a foreign currency could change significantly as foreign currencies strengthen or weaken relative to the U.S. dollar.

This Fund is non-diversified and, as a result, may have greater volatility than diversified funds. This Fund will concentrate investment in issuers of one or more particular industries to the same extent that the underlying index is so concentrated. Concentration risk results from maintaining exposure to issuers conducting business in a specific industry. Diversification does not ensure a profit or protect against a loss. In certain circumstances, a Fund might not be able to dispose of certain holdings quickly or at prices that represent true market value preventing them from tracking the underlying index. There is no assurance that an active trading market for fund shares will develop or be maintained. One cannot invest directly in an index.

Small-cap and mid-cap companies generally will have greater volatility in price than the stocks of large companies due to limited product lines or resources, or a dependency upon a particular market niche.

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ETF shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund.

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