

## ETFS Physical Swiss Gold Shares (SGOL)

### Investment Objective

ETFS Physical Swiss Gold Shares ("the Shares") are issued by ETFS Gold Trust ("the Trust"). The investment objective of the Trust, Symbol: SGOL, is for the Shares to reflect the performance of the price of gold bullion, less the expenses of the Trust's operations. The Shares are designed for investors who want a cost-effective and convenient way to invest in gold.

### About the pricing

The price of SGOL is based on the spot price of gold less the Trust's expenses. All gold is priced off the LBMA's specifications for Good Delivery, which is an internationally recognized and transparent benchmark for pricing physical gold. Details regarding the pricing calculations are available on our website at [www.etfsecurities.com](http://www.etfsecurities.com)

### Risk & Important Considerations

The ETFS Gold Trust is not an investment company registered under the Investment Company Act of 1940 or a commodity pool for purposes of the Commodity Exchange Act. Shares of the Gold Trust are not subject to the same regulatory requirements as mutual funds. These investments are not suitable for all investors. Trusts focusing on a single commodity generally experience greater volatility.

\* There are special risks associated with short selling and margin investing. Please ask your financial advisor for more information about these risks.

Product Information	
Product Name	ETFS Physical Swiss Gold Shares
CUSIP	26922Y105
IOPV Code (Bloomberg)	SGOLIV
Sponsor	ETF Securities USA LLC
Underlying Metal	Physically backed with allocated metal subject to LBMA rules for Good Delivery.
Vault Inspector	Inspectorate International (Vault inspected 2x per annum) - once at random
Vault Location	Zurich, Switzerland
Inception Date	9 September 2009
Base Currency	USD
Custodian	JPMorgan Bank, N.A.
Trustee	The Bank of New York Mellon
Margin Eligible*	Yes
Short Sale Eligible*	Yes
Expense Ratio	0.39% per annum Ordinary brokerage commissions do apply
Bar Count	List of allocated metal bars and copies of the bar counts available daily on <a href="http://www.etfsecurities.com">www.etfsecurities.com</a>

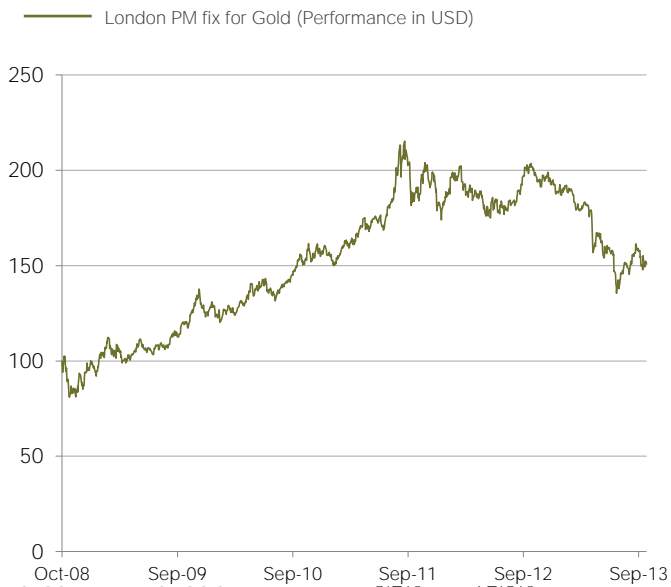
(1) Indicative Optimized Portfolio Value

Benchmark Information	
Benchmark	London PM fix for Gold
Base Currency	USD
Bloomberg Code	GOLDLNPM
Reuters Code	XAUFIXPM=

Trading Information					
Exchange	ISIN	Exchange Code	Currency (Trading)	Bloomberg Code	Reuters Code
NYSE Arca	US269922Y1055	SGOL	USD	SGOL US	SGOL.P

## Gold Spot Historical Performance

Data from 1 October 2008 to 30 September 2013. Data source Bloomberg. The performance quoted represents past performance of the Gold spot price (as measured by the London PM Fix) and is not indicative of future performance. The Gold spot prices are for illustrative purposes only and do not represent actual Trust performance.



## Key Features

**Gold held in Zurich, Switzerland** - The Shares represent beneficial interest in the Trust, which in turn holds allocated physical gold bullion bars stored in secure vaults in Zurich Switzerland.

**Physically-Backed** : The Trusts hold allocated physical bullion bars stored in secure vaults

**Bullion inspections** : Bullion held by the trusts is inspected biannually (once at random) by an independent metal assayer

**Bar lists** : Bar lists showing all bullion bars held are published daily on [www.etfsecurities.com](http://www.etfsecurities.com)

**No lending** : The trusts are not permitted to engage in lending of the bullion

**Metal quality** : All bullion held by the Trusts conforms to standards of the LBMA (London Bullion Market Association) or LPPM (London Palladium Platinum Market)

## Important Risks

The value of the Shares relates directly to the value of the gold held by the Trust and fluctuations in the price of gold could materially adversely affect an investment in the Shares. Several factors may affect the price of gold including:

A change in economic conditions, such as a recession, can adversely affect the price of gold. Gold is used in a wide range of industrial applications, and an economic downturn could have a negative impact on its demand and, consequently, its price and the price of the Shares;

Investors' expectations with respect to the rate of inflation;

Currency exchange rates;

Interest rates;

Investment and trading activities of hedge funds and commodity funds; and

Global or regional political, economic or financial events and situations. Should there be an increase in the level of hedge activity of gold producing companies, it could cause a decline in world gold price, adversely affecting the price of the Shares.

Also, should the speculative community take a negative view towards gold, it could cause a decline in world gold price, negatively impacting the price of the Shares.

There is a risk that part or all of the Trusts' physical gold could be lost, damaged or stolen. Failure by the Custodian or Sub-Custodian to exercise due care in the safekeeping of gold held by the Trusts could result in a loss to the Trusts. The Trust will not insure its gold and shareholders cannot be assured that the custodian will maintain adequate insurance or any insurance with respect to the gold held by the custodian on behalf of the Trust. Consequently, a loss may be suffered with respect to the Trust's gold that is not covered by insurance.

### Commodities and futures generally are volatile and are not suitable for all investors.

Please refer to the prospectus for complete information regarding all risks associated with the Trust.

Investors buy and sell shares on a secondary market (i.e., not directly from trust). Only market makers or "authorized participants" may trade directly with the fund, typically in blocks of 50k to 100k shares.

### Shares in the Trusts are not FDIC insured and may lose value and have no bank guarantee.

Carefully consider each fund's investment objectives, risk factors, and fees and expenses before investing.

For further discussion of the risks associated with an investment in the funds please read the prospectus at

<http://etfsecurities.com/etfsdocs/USProspectus.aspx>.

Or visit the ETF Securities website: [www.etfsecurities.com](http://www.etfsecurities.com)

Investment in the trust does not constitute a direct investment in the underlying metal.

ALPS Distributors, Inc. is unaffiliated with JPMorgan Chase Bank, N.A., UBS A.G. or The Bank of New York Mellon.

ETFS Gold Trust shares are not guaranteed by JPMorgan Chase Bank, N.A or anyone else: ETFS Gold Trust shares are direct, limited recourse obligations of the Trust alone and not obligations of any other person including JPMorgan Chase Bank, N.A, any member of the JPMorgan Chase Group, or its affiliates.

### ALPS Distributors, Inc. is the marketing agent for ETFS Gold Trust.

ETF000548 12/31/13



### ETF Securities (US) LLC

48 Wall Street  
New York NY 10005  
United States

**T** +1 (212) 918 4954  
**E** [info@etfsecurities.com](mailto:info@etfsecurities.com)  
**W** [etfsecurities.com](http://etfsecurities.com)

7447