European ETP multi-year asset growth

- Europe accounts for 18.8% of global ETP markets. The 10-year CAGR for Europe assets is 42.9%. The 5-year CAGR is 22.3%.

### Assets (US$bn)

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>Q3-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETF total</td>
<td>0.7</td>
<td>5.7</td>
<td>10.7</td>
<td>20.4</td>
<td>34.0</td>
<td>54.9</td>
<td>89.7</td>
<td>128.5</td>
<td>142.7</td>
<td>226.9</td>
<td>284.0</td>
<td>266.6</td>
<td>308.1</td>
</tr>
<tr>
<td>Other ETP total</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>0.7</td>
<td>1.1</td>
<td>2.1</td>
<td>4.9</td>
<td>6.9</td>
<td>15.7</td>
<td>31.3</td>
<td>32.0</td>
<td>38.9</td>
</tr>
<tr>
<td>ETP total assets</td>
<td>0.7</td>
<td>5.7</td>
<td>10.7</td>
<td>20.4</td>
<td>34.7</td>
<td>56.0</td>
<td>91.8</td>
<td>133.3</td>
<td>149.7</td>
<td>242.6</td>
<td>315.3</td>
<td>298.5</td>
<td>347.1</td>
</tr>
<tr>
<td># ETFs</td>
<td>6</td>
<td>71</td>
<td>118</td>
<td>104</td>
<td>114</td>
<td>165</td>
<td>273</td>
<td>423</td>
<td>636</td>
<td>827</td>
<td>1,072</td>
<td>1,232</td>
<td>1,311</td>
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<tr>
<td># Other ETPs</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>1</td>
<td>2</td>
<td>32</td>
<td>80</td>
<td>218</td>
<td>281</td>
<td>521</td>
<td>662*</td>
<td>790</td>
</tr>
<tr>
<td># ETPs</td>
<td>6</td>
<td>71</td>
<td>118</td>
<td>104</td>
<td>115</td>
<td>167</td>
<td>305</td>
<td>503</td>
<td>854</td>
<td>1,108</td>
<td>1,593</td>
<td>1,894*</td>
<td>2,101</td>
</tr>
</tbody>
</table>

Note: Data as at September 27th 2012 or the most recent period available. Source: BlackRock Investment Institute, Bloomberg. *# of ETPs restated as 143 additional ETNs from an European provider were added into our record with launch date between October 2011 and March 2012.
Europe vs. US – ETF Providers

ETF managers in Europe by AUM
ETF managers in the US by AUM

What is an ETF? Two great investment ideas brought together
Four Steps to ETP Selection

1. Evaluate the ETP Provider
2. Rule in and Rule Out Criteria: Tax, Legal and Compliance
3. Evaluate the Product Structure
4. Select the Product
Introducing iShares Due Diligence Framework

Four Steps to ETP Selection

1. Evaluate the ETP provider
2. Quick rule in, rule out criteria
3. Evaluate the product structure
   - Physically replicating ETF
   - Derivative replicating ETF
   - ETCs or ETNs
4. Select the product
   - General
   - Performance: tracking error and tracking difference
   - Trading and valuation
   - Total Cost of Ownership