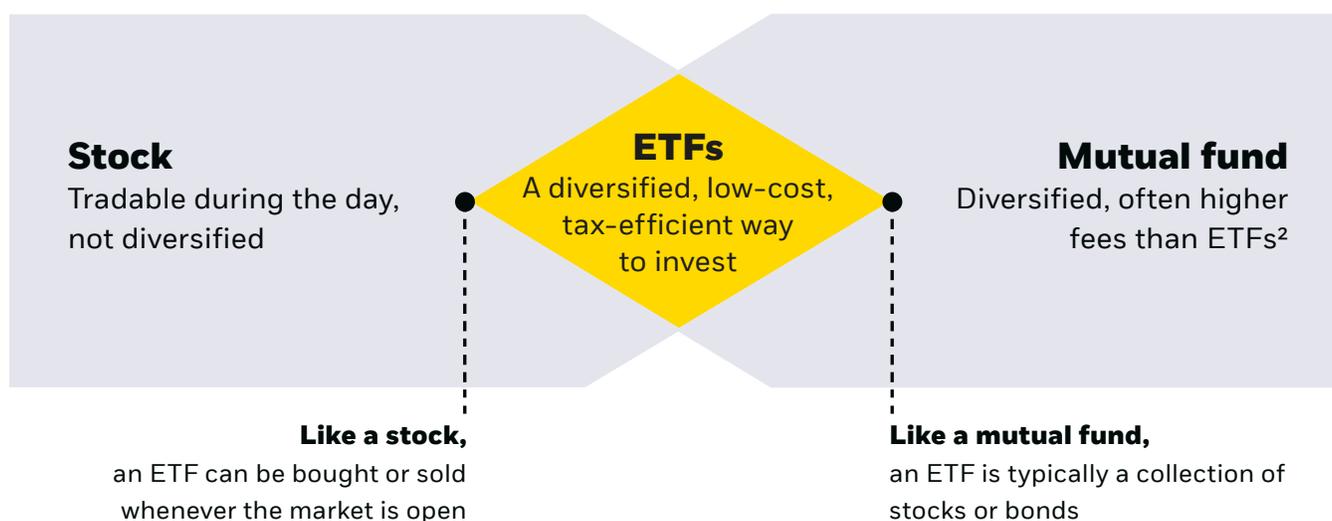


# WHY USE ETFs?

Exchange traded funds (ETFs) offer diversified, low-cost and tax-efficient access to the world's investment markets. ETFs are designed to track the performance of specified indexes, less fees.

## THE BEST OF BOTH WORLDS



## KEY BENEFITS



### Competitive performance

iShares Core ETFs have outperformed over 75% of their peers on average over the past five years<sup>1</sup>



### Low costs

iShares ETFs are 1/3 the cost of the average active mutual fund<sup>2</sup>



### Tax efficiency

iShares ETFs are 1/2 the tax cost of the average active mutual fund<sup>3</sup>

# SIMPLE TOOLS FOR BUILDING PORTFOLIOS

Investors in today's markets face a variety of challenges. iShares ETFs can help investors reach their investment goals.

## Build a stronger core

iShares Core ETFs are diversified, low-cost funds designed for the core of a portfolio.

### ETFs to consider:

<b>ITOT</b> 0.03%	<b>IVV</b> 0.04%	<b>IEFA</b> 0.08%	<b>AGG</b> 0.05%*
Total U.S. stock market	S&P 500	International developed stocks	U.S. investment grade bonds

## Prepare for market turbulence

iShares minimum volatility ETFs are designed to help weather the ups and downs of the market and potentially reduce risk.

### ETFs to consider:

<b>USMV</b> 0.15%	<b>EFAV</b> 0.20%*	<b>EEMV</b> 0.25%*	<b>ACWV</b> 0.20%*
U.S. stocks	Developed markets stocks	Emerging markets stocks	Global stocks

## Seek steady income

iShares ETFs can help generate income through bonds, dividend-paying stocks and preferred stocks.

### ETFs to consider:

<b>HDV</b> 0.08%	<b>DGRO</b> 0.08%	<b>PFF</b> 0.46%	<b>HYG</b> 0.49%
High dividend	Dividend growth	Preferreds	High yield bonds

## Invest internationally

iShares ETFs offer access to virtually all non-U.S. investable markets, from broad exposures to over 60 single country funds.

### ETFs to consider:

<b>IXUS</b> 0.10%	<b>IEFA</b> 0.08%	<b>IEMG</b> 0.14%	<b>MCHI</b> 0.59%
International stocks	Developed markets stocks	Emerging markets stocks	China stocks

\* The net expense ratios are shown for these funds. The gross expense ratios are as follows: AGG: 0.06%; EFAV: 0.31%; EEMV: 0.67%; and ACWV: 0.31%. Please see the Funds' prospectus for more information.

## WHY ISHARES?

### Leader

With \$1.7 trillion in ETF AUM globally, iShares is an ETF pioneer and market leader that continues to drive progress for the financial industry.†

### Expert

iShares offers over 300 ETFs, the most choices of any ETF provider to unlock opportunities across markets and meet the evolving needs of investors.

### Partner

iShares funds are powered by the expert portfolio and risk management of BlackRock, trusted to manage more money than any other investment firm.‡

## Want to know more?

Visit [iShares.com](http://iShares.com)

† Source: BlackRock. Based on \$1.75 trillion in AUM as of 12/31/2018.

‡ Source: BlackRock. Based on \$5.975 trillion in AUM as of 12/31/2018.

**1** Morningstar, as of 12/31/2018. Comparison universe is ETFs and mutual funds in the Morningstar category and uses total return. Overall figure is a weighted average of the percentage of funds that the iShares Core ETFs have outperformed in each Morningstar category, weighted based on the number of funds in the Morningstar category. The funds outperformed 67%, 77% and 66% of peers on a 1, 5 and 10 year basis, respectively. Performance may be different for other time periods. Past performance is no guarantee of future results. **2** Morningstar, as of 12/31/18. Comparison is between the average Prospectus Net Expense Ratio for the iShares ETFs (0.34%) and active open-end mutual funds (0.96%). **3** Morningstar, as of 12/31/18. "Tax Cost Ratio" is a Morningstar measure of the impact of taxes on capital gains and income distributions on performance. The average 5-year Tax Cost Ratio of iShares ETFs and actively managed open-end mutual funds available in the U.S. (excluding municipal bond and money market funds) included in the comparison is 0.68% and 1.50%, respectively.

*Carefully consider the Funds' investment objectives, risk factors, and charges and expenses before investing. This and other information can be found in the Funds' prospectuses or, if available, the summary prospectuses which may be obtained by visiting [www.iShares.com](http://www.iShares.com) or [www.blackrock.com](http://www.blackrock.com). Read the prospectus carefully before investing. Investing involves risk, including possible loss of principal.*

International investing involves risks, including risks related to foreign currency, limited liquidity, less government regulation and the possibility of substantial volatility due to adverse political, economic or other developments. These risks often are heightened for investments in emerging/developing markets and in concentrations of single countries. Fixed income risks include interest-rate and credit risk. Typically, when interest rates rise, there is a corresponding decline in bond values. Credit risk refers to the possibility that the bond issuer will not be able to make principal and interest payments. Non-investment-grade debt securities (high-yield/junk bonds) may be subject to greater market fluctuations, risk of default or loss of income and principal than higher-rated securities. The iShares Minimum Volatility ETFs may experience more than minimum volatility as there is no guarantee that the underlying index's strategy of seeking to lower volatility will be successful. Preferred stocks are not necessarily correlated with securities markets generally. Rising interest rates may cause the value of the Fund's investments to decline significantly. Removal of stocks from the index due to maturity, redemption, call features or conversion may cause a decrease in the yield of the index and the Fund. There is no guarantee that any fund will pay dividends.

The strategies discussed are strictly for illustrative and educational purposes and are not a recommendation, offer or solicitation to buy or sell any securities or to adopt any investment strategy. There is no guarantee that any strategies discussed will be effective. The information presented does not take into consideration commissions, tax implications, or other transactions costs, which may significantly affect the economic consequences of a given strategy or investment decision. Investment comparisons are for illustrative purposes only. To better understand the similarities and differences between investments, including investment objectives, risks, fees and expenses, it is important to read the products' prospectuses. When comparing stocks or bonds and iShares Funds, it should be remembered that management fees associated with fund investments, like iShares Funds, are not borne by investors in individual stocks or bonds. There can be no assurance that an active trading market for shares of an ETF will develop or be maintained. Transactions in shares of ETFs will result in brokerage commissions and will generate tax consequences. All regulated investment companies are obliged to distribute portfolio gains to shareholders. Certain traditional mutual funds can also be tax efficient.

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