

The iShares MSCI Europe Financials ETF seeks to track the investment results of an index composed of developed market European equities in the financials sector.

WHY EUFN?

- 1 Exposure to financial companies in Europe
- 2 Targeted access to a specific subset of European stocks
- 3 Use to express a regional and sector view

GROWTH OF 10,000 USD SINCE INCEPTION



The Growth of \$10,000 chart reflects a hypothetical \$10,000 investment and assumes reinvestment of dividends and capital gains. Fund expenses, including management fees and other expenses were deducted.

PERFORMANCE

	1 Year	3 Year	5 Year	10 Year	Since Inception
NAV	17.12%	3.62%	6.83%	N/A	2.61%
Market Price	17.47%	3.78%	6.81%	N/A	2.65%
Benchmark	17.35%	3.84%	7.08%	-2.55%	2.81%

The performance quoted represents past performance and 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 may be lower or higher than the performance quoted. Performance data current to the most recent month end may be obtained by visiting www.iShares.com or www.blackrock.com.

Market returns are based upon the midpoint of the bid/ask spread at 4:00 p.m. eastern time (when NAV is normally determined for most ETFs), and do not represent the returns you would receive if you traded shares at other times.

KEY FACTS

Fund Launch Date	01/20/2010
Expense Ratio	0.48%
Benchmark	MSCI Europe Financials Index
30 Day SEC Yield	2.87%
Number of Holdings	83
Net Assets	\$2,402,965,647

Ticker	EUFN
CUSIP	464289180
Exchange	NASDAQ

TOP HOLDINGS (%)

HSBC HOLDINGS PLC	9.44
BANCO SANTANDER SA	5.32
ALLIANZ	5.09
BNP PARIBAS SA	4.20
ING GROEP NV	3.31
LLOYDS BANKING GROUP PLC	3.30
PRUDENTIAL PLC	3.26
UBS GROUP REGISTERED AG	3.25
BANCO BILBAO VIZCAYA	
ARGENTARIA OR	2.67
AXA SA	2.61
	<hr/> 42.45

Holdings are subject to change.

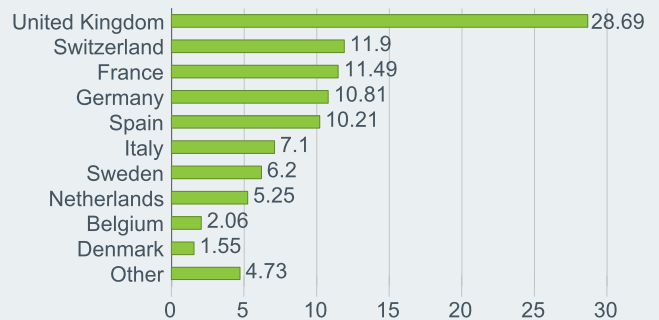
TOP SECTORS (%)

Banks	54.24%
Insurance	28.41%
Diversified Financials	16.73%
Cash and/or Derivatives	0.62%

FUND CHARACTERISTICS

Beta vs. S&P 500	1.35
Standard Deviation (3yrs)	18.28%
Price to Earnings	12.76
Price to Book Ratio	1.02

TOP COUNTRIES (%)



FEES AND EXPENSES BREAKDOWN

Expense Ratio	0.48%
Management Fee	0.48%
Acquired Fund Fees and Expenses	0.00%
Foreign Taxes and Other Expenses	0.00%

GLOSSARY

Beta is a measure of the tendency of securities to move with the market as a whole. A beta of 1 indicates that the security's price will move with the market. A beta less than 1 indicates the security tends to be less volatile than the market, while a beta greater than 1 indicates the security is more volatile than the market.

The price to earnings ratio (P/E) is a fundamental measure used to determine if an investment is valued appropriately. Each holding's P/E is the latest closing price divided by the latest fiscal year's earnings per share. Negative P/E ratios are excluded from this calculation.

The price to book (P/B) value ratio is a fundamental measure used to determine if an investment is valued appropriately. The book value of a company is a measure of how much a company's assets are worth assuming the company's debts are paid off. Each holding's P/B is the latest closing price divided by the latest fiscal year's book value per share. Negative book values are excluded from this calculation.

Want to learn more? www.iShares.com  www.blackrockblog.com  [@iShares](https://twitter.com/iShares)

Carefully consider the Fund's investment objectives, risk factors, and charges and expenses before investing. This and other information can be found in the Fund's prospectus, and if available, summary prospectus, which may be obtained by calling 1-800-iShares (1-800-474-2737) or by visiting www.iShares.com or 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 or in concentrations of single countries.

Funds that concentrate investments in a single sector will be more susceptible to factors affecting that sector and more volatile than funds that invest in many different sectors.

Diversification may not protect against market risk or loss of principal. Shares of iShares Funds are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Brokerage commissions will reduce returns.

Index returns are for illustrative purposes only. Index performance returns do not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in an index. Past performance does not guarantee future results.

"Acquired Fund Fees and Expenses" reflect the Fund's pro rata share of the indirect fees and expenses incurred by investing in one or more acquired funds, such as mutual funds, business development companies, or other pooled investment vehicles. AFFE are reflected in the prices of the acquired funds and thus included in the total returns of the Fund.

The iShares Funds are distributed by BlackRock Investments, LLC (together with its affiliates, "BlackRock").

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