

DO MORE FOR YOUR CORE

iShares Core U.S. Stock ETFs

iShares Core U.S. Stock ETFs offer quality at a low-cost. Investors can use these funds to help build the foundation of a portfolio. Key benefits include:

- **Low costs:** Access to small-cap, mid-cap, large-cap or total U.S. stock market exposure for less than the **1/4th** of the average fee of the comparable mutual fund.¹
- **Competitive performance:** Over the past 5 years, iShares Core U.S. Stock Market ETFs have outperformed an average of 84% of comparable mutual funds (out of 3 Morningstar style box ETF categories) based on total return.²
- **Tax efficiency:** Over the past 10 years **none** of the iShares Core U.S. Stock Market ETFs (IVV, IJH, IJR and ITOT) have paid out capital gains.³

ITOT **iShares Core S&P Total U.S. Stock Market ETF**
Expense Ratio: 0.03%
Index: S&P Total Market

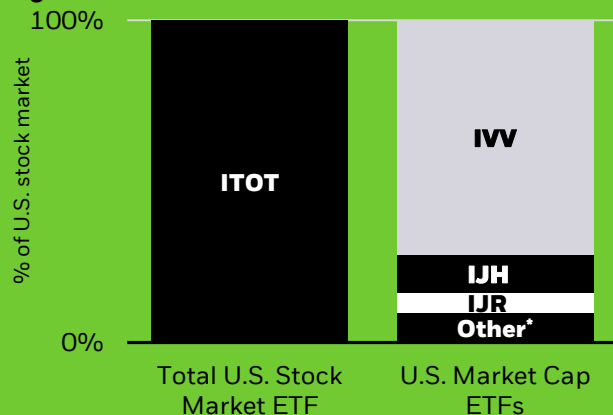
IVV **iShares Core S&P 500 ETF**
Expense Ratio: 0.04%
Index: S&P 500

IJH **iShares Core S&P Mid-Cap ETF**
Expense Ratio: 0.07%
Index: S&P MidCap 400

IJR **iShares Core S&P Small-Cap ETF**
Expense Ratio: 0.07%
Index: S&P SmallCap 400

Source: BlackRock, as of 6/30/19.

Figure 1: Access to the U.S. stock market



Fund coverage representation is for illustrative purposes only and are not a recommendation, offer or solicitation to buy or sell any securities or to adopt any investment strategy.

*Other refers to any ETFs that provide exposure to the 10% of the U.S. stock market that IVV, IJH and IJR do not offer exposure to.

Take a singular or modular approach

- The iShares Core S&P ETFs can enable investors to easily customize their U.S. stock market allocation.
- **Singular:** Investors can access total exposure rolled into one fund with ITOT.
- **Modular:** Investors can select certain exposures by pairing any combination of IVV, IJH and IJR.

1. Source: BlackRock, Morningstar as of 12/31/18. Comparison is between the average Prospectus Net Expense Ratio for ITOT, IVV, IJH and IJR (0.0525%) and the average Prospectus Net Expense Ratio of active open-end mutual funds (1.15%) available in the U.S. on 12/31/18 in the US Fund Diversified Emerging Mkts, Foreign Large Blend, Large Blend, Mid-Cap Blend and Small Blend Morningstar Categories. 2. Morningstar, as of 06/30/2019. 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 ETF outperformed in each style box, weighted based on the number of funds in the Morningstar category. The funds outperformed 54.69% and 87.69% of peers on a 1 year and 10 year basis, respectively. Performance may be different for other time period. The iShares Core U.S. Stock ETFs are ITOT, IVV, IJH and IJR. Categories include US Fund Large Blend (1216 funds), US Fund Mid-Cap Blend (367 funds) and US Fund Small Blend (633 funds). Past performance is no guarantee of future results. 3. Source: BlackRock, Morningstar as of 12/31/18. Past distributions not indicative of future distributions.

iShares Core ETFs

A suite of funds designed for investors to help build the foundation of a portfolio.



Quality

Offer broad stock and bond exposures by seeking to track high-quality, established indexes.



Low-Cost

Cost about 1/10th as much as the typical mutual fund.⁴



Tax-Efficient

Over the past five years, on average only 6% of iShares ETFs have paid a capital gain.⁵

To see the full iShares Core ETF lineup visit [iShares.com/build](https://www.ishares.com/build)

Standardized Performance (as of 6/30/19)

| Fund Name | 1 Year | | 5 Year | | 10 Year | | Since Inception | |
|---|------------------|---------------------------|------------------|---------------------------|------------------|---------------------------|------------------|---------------------------|
| | NAV Total Return | Market Price Total Return | NAV Total Return | Market Price Total Return | NAV Total Return | Market Price Total Return | NAV Total Return | Market Price Total Return |
| iShares Core S&P 500 ETF (IVV) | 10.38% | 10.27% | 10.67% | 10.65% | 14.63% | 14.61% | 5.74% | 5.74% |
| iShares Core S&P Mid-Cap ETF (IJH) | 1.25% | 1.30% | 7.94% | 7.94% | 14.52% | 14.53% | 9.19% | 9.19% |
| iShares Core S&P Small-Cap ETF (IJR) | -4.85% | -4.92% | 8.39% | 8.38% | 14.94% | 14.94% | 9.78% | 9.77% |
| iShares Core S&P Total U.S. Stock Market ETF (ITOT) | 8.89% | 8.81% | 10.35% | 10.34% | 14.59% | 14.58% | 8.54% | 8.53% |

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.

Shares of ETFs are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. 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.

4. Source: BlackRock and Morningstar, as of 12/31/18. Comparison is between the average Prospectus Net Expense Ratio for the iShares Core Series ETFs (0.07%) and the average Prospectus Net Expense Ratio of active open-end mutual funds (1.08%) available in the U.S. on 12/31/18. 5. Source: Morningstar, as of 12/31/18. Average number of mutual funds that paid a capital gain distribution each year over 5 years. Universe includes all U.S. open-ended mutual funds, oldest share class used. Universe includes all funds inception before 10/31 in each year and excludes funds that closed before 10/31 in each year. Past distributions are not indicative of future distributions.

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 or www.blackrock.com. Read the prospectus carefully before investing. Investing involves risk, including possible loss of principal.

There is no guarantee that any fund will pay dividends. Transactions in shares of the iShares Funds will result in brokerage commissions and will generate tax consequences. iShares Funds are obliged to distribute portfolio gains to shareholders.

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.

The iShares Funds are not sponsored, endorsed, issued, sold or promoted by S&P Dow Jones Indices LLC, nor does this company make any representation regarding the advisability of investing in the Funds. BlackRock is not affiliated with S&P Dow Jones Indices LLC.

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

©2019 BlackRock. All rights reserved. iSHARES and BLACKROCK are registered trademarks of BlackRock. All other marks are the property of their respective owners. GELM-260894-JUL19-US