The iShares Core S&P 500 ETF seeks to track the investment results of an index composed of large-capitalization U.S. equities.

WHY IVV?

1. Exposure to large, established U.S. companies
2. Low cost, tax efficient access to 500 of the largest cap U.S. stocks
3. Use at the core of your portfolio to seek long-term growth

GROWTH OF 10,000 USD SINCE INCEPTION

The Hypothetical 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

<table>
<thead>
<tr>
<th></th>
<th>1 Year</th>
<th>3 Year</th>
<th>5 Year</th>
<th>10 Year</th>
<th>Since Inception</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAV</td>
<td>13.95%</td>
<td>10.73%</td>
<td>13.25%</td>
<td>9.44%</td>
<td>5.37%</td>
</tr>
<tr>
<td>Market Price</td>
<td>14.00%</td>
<td>10.75%</td>
<td>13.28%</td>
<td>9.45%</td>
<td>5.37%</td>
</tr>
<tr>
<td>Benchmark</td>
<td>13.99%</td>
<td>10.78%</td>
<td>13.31%</td>
<td>9.49%</td>
<td>5.44%</td>
</tr>
</tbody>
</table>

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.
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