ADVISORSHARES
Actively Managed ETFs

GEUR/NYSE Arca

AdvisorShares Gartman Gold/Euro ETF

GEUR Investment Objective & Philosophy

The AdvisorShares Gartman Gold/Euro ETF (NYSE Arca: GEUR) seeks to provide positive returns by utilizing the European Union's euro to invest its assets in the gold market. It is the first ETF to offer investors a managed approach via which investors are able to purchase gold in the euro. Euros are obtained through the sale of either exchange-traded currency futures or "over-the-counter" foreign exchange forward contracts. GEUR is managed by AdvisorShares Investments, LLC ("Portfolio Manager").

The Portfolio Manager's investment philosophy is premised on the observation that the choice of currency used to purchase gold can significantly alter the investment profile of holding gold in an investor's portfolio.

This approach differs from other gold investment vehicles that use the US dollar exclusively for making gold purchases. GEUR offers investors the flexibility to choose an alternative funding currency for gold purchases (other than the US dollar) based on their individual risk preferences.

GEUR Gold Exposure & Financing

GEUR seeks to maintain a full allocation to gold closely linked to the value of cash under management.

United States Dollar (USD)	• Global Liquidity Rank: 1 • Average Daily Turnover: USD 4.6T • Central Bank Gold Reserves: 8,133 tonnes
European Euro (EUR)	• Global Liquidity Rank: 2 • Average Daily Turnover: USD 1.7T • Central Bank Gold Reserves: 502 tonnes
Japanese Yen (JPY)	• Global Liquidity Rank: 3 • Average Daily Turnover: USD 1.2T • Central Bank Gold Reserves: 765 tonnes

Source: BIS Triennial Central Bank Survey April 2013; World Gold Council Gold Demand Trends 2nd Quarter 2013

As shown in the chart, the European euro is the second ranked currency in terms of daily trading liquidity, with an Average Daily Turnover of $1.7 trillion. An important consideration for a funding currency (the currency used to make asset purchases) is the depth of liquidity. All things being equal, currencies with poor trading liquidity will generally show greater exchange rate volatility, and a stable exchange rate is a desirable feature of funding currencies. Liquidity will also impact the ease and cost at which currency can be borrowed to make gold purchases.

The European Central Banks are a significant holder of gold bullion providing an anchor in terms of the euro's valuation relative to gold. A central bank is responsible for the monetary policy of its country. Its main responsibilities are typically the management of monetary policy to ensure a stable economy as well as stable currency and prices. As part of its function of managing a stable currency, a central bank will seek to buy and hold a diversified portfolio of foreign exchange reserves such as the US dollar, yen, euro and gold. These reserves function as long-term stores of value and thereby act as anchor points for the value of the local currency relative to foreign currency and also gold. Further, this central bank role as the largest buyers of physical gold makes their reserve allocation decisions one of the single most influential aspects of the gold market, Therefore, central banks with significant gold reserves, such as the European Central Banks, are signaling both enduring demand for gold as well as a reassertion of the importance of gold as a component of their reserves.

And finally, the European Central Banks are actively pursuing quantitative easing policies designed to significantly increase the amount of 'base money' underpinning the economy. This has put downward pressure on interest rates in Europe and increased the relative attractiveness of using the euro to fund gold purchases.

GEUR Investment Process

Gold
- Cost of Execution
- Liquidity

European Euro Foreign Exchange
- Optimal Funding Duration (<3 Months)
- Futures/OTC Mix
- Liquidity

Risk Management
- Periodic Rebalancing

Periodically, the Portfolio Manager will execute purchases or sales of gold, as required, following procedures designed to minimize the cost of execution and maximize the available liquidity in the gold market.

The Portfolio Manager will assess the US dollar and European euro yield curve to determine the most cost effective maturity at which to borrow euros to fund gold purchases. However the chosen maturity for funding will generally not exceed ninety days so as to minimize the exposure of the fund to longer term interest rates, which may be more volatile than shorter term interest rates. Finally, the Portfolio Manager will also consider the creditworthiness of the funding counterparty. The amount of euros utilized to finance gold purchases will be periodically rebalanced as the price of gold fluctuates on international gold markets.

Before investing you should carefully consider the Fund's investment objectives, risks, charges and expenses. This and other information is in the prospectus, a copy of which may be obtained by visiting the Fund's website at www.AdvisorShares.com. Please read the prospectus carefully before you invest. Foreside Fund Services, LLC, distributor.

There is no guarantee that the Fund will achieve its investment objective. An investment in the Fund is subject to risk, including the possible loss of principal amount invested. Other Fund risks include: counterparty credit risk; currency risk, derivatives risk, early closing risk, equity risk, Exchange-Traded Vehicle risk, geographic concentration risk, gold risk, liquidity risk, regulatory risk, tax risk and trading risk. The Fund invests in derivatives that may pose risks in addition to those associated with investing directly in securities or other investments, including illiquidity of the derivatives or improper valuation. Please see the prospectus for detailed information regarding risk.

Exchange-traded futures are futures contracts to exchange one currency for another at a specified date in the future at a price (exchange rate) that is fixed on the purchase date. Currency futures are traded on exchanges that provide regulation in terms of centralized pricing and clearing. An '**Over-the-counter' forward contract** is a customized contract between two parties to buy or sell an asset at a specified price on a future date. Forward contracts do not trade on a centralized exchange and are therefore regarded as over-the-counter (OTC) instruments. The **Yield Curve** is a graph that plots the yields of similar-quality bonds against their maturities, ranging from shortest to longest.