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iShares Leads Global ETF Industry Flows with \$102.8bn in 2014

iShares inflows driven by two global product lines

January 5 2015, New York – BlackRock, Inc. (NYSE: BLK) announced today that its iShares business led the global industry by capturing \$102.8bn in new flows in 2014, 31% of the record-breaking \$330.7bn global exchange traded fund (ETF) market flows.

Growth was driven by the iShares U.S. and European product lines, which continue to be adopted by investors across the globe. The iShares U.S. product line led the way with a record \$82.8bn of new assets in 2014, surpassing the previous record for U.S. iShares ETFs of \$62.0bn in 2012. In Europe, the business captured \$20.3bn in net new flows.

Mark Wiedman, Global Head of iShares at BlackRock commented:

“iShares growth this year was driven by two global product lines. Clients from Asia and Latin America continue to use both our U.S. and European ETF suite in record numbers, contributing \$19.8bn in net new assets through November 30th.”

“We’re seeing ETFs truly come of age, as more investors around the world recognize and embrace the versatility of these vehicles – whether it’s for their strategic buy-and-hold investments or precision exposures to express a view on virtually any market.

“ETFs have also been discovered by capital market participants, who are using them as efficient substitutes for futures and swaps.”

“Fixed income was a key driver of flows globally, as investors of all kinds increasingly adopt ETFs as an essential instrument for accessing the bond markets. iShares captured \$40.3bn globally or 48% of all new flows into fixed income ETFs.”

iShares global AUM exceeded \$1 trillion as of December 31, 2014.

About BlackRock

BlackRock is a leader in investment management, risk management and advisory services for institutional and retail clients worldwide. At September 30, 2014, BlackRock’s AUM was \$4.525 trillion. BlackRock helps clients meet their goals and overcome challenges with a range of products that include separate accounts, mutual funds, *iShares*[®] (exchange-traded funds), and other pooled investment vehicles. BlackRock also offers risk management, advisory and enterprise investment system services to a broad base of institutional investors through *BlackRock Solutions*[®]. Headquartered in New York City, as of September 30, 2014, the firm had approximately 12,100 employees in more than 30 countries and a major presence in key global markets, including North and South America, Europe, Asia, Australia and the Middle East and



Africa. For additional information, please visit the Company's website at www.blackrock.com |
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About iShares

iShares is a global leader in exchange-traded funds (ETFs), with more than a decade of expertise and commitment to individual and institutional investors of all sizes. With over 700 funds globally across multiple asset classes and strategies and more than \$1 trillion in assets under management as of September 30, 2014, iShares helps clients around the world build the core of their portfolios, meet specific investment goals and implement market views. [iShares](#) funds are powered by the expert portfolio and risk management of BlackRock, trusted to manage more money than any other investment firm.

**For a copy of the complete BlackRock ETP Landscape Report, please email:
ETPresearch@blackrock.com.**

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.

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.

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