

ETFS Short Heating Oil

Investment objective

ETFS Short Heating Oil (SHEA) is designed to provide investors with a total return equivalent (before fees and expenses) to -100% of the daily percentage change in the DJ-UBS Heating Oil Sub-IndexSM (the "Sub Index"), which is an index tracking the futures price of heating oil plus a collateral yield.

About the security

SHEA is an exchange traded commodity ("ETC") structured as a secured, undated limited recourse debt security which can be created and redeemed on demand (by market makers). It trades on exchanges just like an equity and its pricing and tracking operate similarly to an Exchange Traded Fund.

The ETC is backed by matching Commodity Contracts (fully funded swaps) with Commodity Contract Counterparties whose payment obligations are backed by collateral which is marked to market daily to reflect the value of the Commodity Contracts. Collateral is held in pledge accounts at Bank of New York Mellon.

Benefits of Short ETCs

Offers similar features to traditional ETCs:

- Simple to trade on a major stock exchange
- Settled and held in ordinary brokerage accounts
- Transparent and clear pricing formula
- Backed by collateral held by a collateral manager
- Multiple market makers provide liquidity and continuous pricing
- Commodities provide additional portfolio diversification

Specific features of Short ETCs:

- Provides inverse exposure therefore investors will earn a positive return when the index falls but will earn a negative return when the index rises, excluding fees and adjustments
- No margin account is required, nor any requirement to borrow the security and sell into the market
- Cost efficient way of obtaining short (inverse) exposure
- Maximum loss is an investor's initial investment

Specific Risks of Short ETCs

- The Short ETC price will fall when the index rises
- If the value of the index increases for extended periods, a Short ETC will likely lose most or all of its value
- If the index rises by 100% or more in one day, an investment in a Short ETC will lose all of its value
- Returns measured over periods longer than one day may differ from minus one times the index's return over that period
- Short ETCs are only suitable for professional investors who understand the risks and benefits to an inverse strategy
- Please see the Prospectus for a more detailed explanation and a more complete list of risk

Trading data and listings

Primary listing	London Stock Exchange (LSE)
Trading	Normal Exchange hours
NAV	Daily NAV at www.etfsecurities.com
Base currency	USD (no hedge)
Minimum investment	1 security
Security codes	
Listing	London
Exchange code	SHEA
Currency	USD
Bloomberg	SHEA LN <Eq>
Reuters	SHEA.L
Sedol	B24DKD1
ISIN	JE00B24DKD16

Security features

Exposure	-100% of the daily percentage change of the DJ-UBS Heating Oil Sub-Index SM
Underlying exposure	Fully funded Swap with Commodity Contract Counterparties
Product manager	ETFS Management Company (Jersey) Limited
Issuer	ETFS Commodity Securities Ltd
Commodity Contract Counterparties	UBS AG and Bank of America Merrill Lynch (acting through Merrill Lynch Commodities Inc.)
Registrar	Computershare
Management fee	0.98% p.a.
Entry/Exit fees	None when traded on Exchange
Legal Form	Secured, undated, debt security
Open-ended	Yes
UCITS III	Eligible investments
ISA/SIPP/CTF (UK)	Yes, eligible
Domicile	Jersey
Home regulator (prospectus)	UK Financial Services Authority
EU Passport	Austria, Denmark, Finland, France, Germany, Italy, Netherlands, Portugal, Spain, Sweden
UK Reporting Fund Status	Yes, with effect from 1 Jan 2009

Simulated Historical returns

DJ-UBS Heating Oil Index and ETFS Short Heating Oil DJ-UBSCI historical performance

Period considered: December 2004 to December 2010



Simulated historical performance for the Sub-Index exists back to 1991 however the Sub-Index performance shown was first published by DJ-UBS in April 2006. Please refer to the Historical Performance Disclaimer on the following page. The returns shown here are not intended to represent actual performance and does not take into account management fees, transaction costs or expenses.

Symbols for additional information

Underlying:

Bloomberg

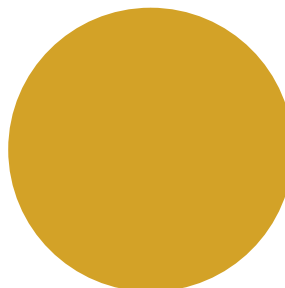
Reuters

DJUBSHO

.DJUBSHO

Index Allocation

Additional information on Bloomberg: DJGI and DJUB



Heating Oil 100%

For more information

About ETF Securities

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Other sources of information

www.londonstockexchange.com/etcs

www.deutsche-boerse.com/etcs

www.euronext.com/etcs

www.borsaitaliana.it/etf

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ETF Securities now offers more than 270 Exchange Traded Products (ETPs). The ETPs provide investors with a wide variety of investment strategies, with ETPs offering access to asset classes such as equities, currencies and commodities with physical, long, forward, leveraged and short exposure.

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