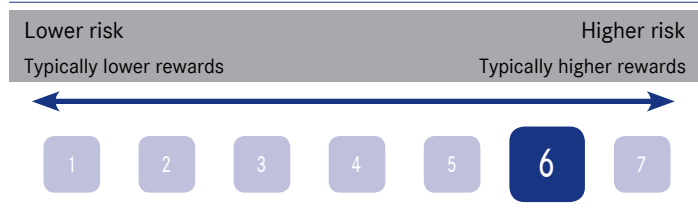


KEY INVESTOR INFORMATION

This document provides you with key investor information about this Fund. It is not marketing material. The information is required by law to help you understand the nature and risks of investing in this Fund. You are advised to read it so you can make an informed decision about whether to invest.

iShares Dow Jones Industrial Average (DE)
Exchange Traded Fund (ETF)
WKN: 628939 ISIN: DE0006289390
Management Company: BlackRock Asset Management Deutschland AG
Objectives and Investment Policy

- ▶ iShares Dow Jones Industrial Average (DE) (hereinafter the “Fund”) is an exchange traded fund (ETF) that aims to track the performance of the Dow Jones Industrial AverageSM (Price Index) as closely as possible. In this regard, it aims to exactly and completely duplicate this index.
- ▶ The index tracks 30 US stocks that cover all industries excluding transport and utilities. Companies are selected by the editors of the Wall Street Journal.
- ▶ The Fund mostly invests in equities in order to achieve the investment objective.
- ▶ The proportion of assets in the Fund which matches the weighting of the underlying index (duplication percentage) is at least 95% of the Fund's assets.
- ▶ Recommendation: This Fund may not be appropriate for investors who plan to withdraw their money within 5 years. Investment in the Fund is suitable for investors who have already gained experience with financial markets.
- ▶ The units in the Fund are distributing units. Income from the Fund's investments will be paid out at least once a year as a dividend.
- ▶ The Fund units are denominated in US Dollar.
- ▶ The units are listed on one or more Stock Exchange(s). Investors can buy or sell their units daily during business hours through an intermediary on such Stock Exchange(s).

Risk and Reward Profile


- ▶ This indicator is based on historical data and may not be a reliable indication of the future risk profile of the Fund.
- ▶ The risk category shown is not guaranteed and may change over time.
- ▶ The lowest category does not mean risk free.
- ▶ The Fund is rated six due to the nature of its investments which include the risks listed below. These factors may impact the value of the Fund's investments or expose the Fund to losses.
 - Investment risk is concentrated in specific sectors, countries, currencies or companies. This means the Fund is more sensitive to any localised economic, market, political or regulatory events.

- The value of equities and equity-related securities can be affected by daily stock market movements. Other influential factors include political, economic news, company earnings and significant corporate events.
- ▶ Particular risks not adequately captured by the risk indicator include:
 - Counterparty Risk: The insolvency of any institutions providing services such as safekeeping of assets or acting as counterparty to derivatives or other instruments, may expose the Fund to financial loss.
 - Liquidity Risk: Lower liquidity means there are insufficient buyers or sellers to allow the Fund to sell or buy investments readily.

For more information on risks, please see the Fund's prospectus in paragraph 'Risk Warnings', which is available at www.ishares.com (select your country and navigate to Documents/Legal information).

Charges

The charges are used to pay the costs of running the Fund, including the costs of marketing and distributing it. These charges reduce the potential growth of your investment.

* Investors dealing on exchanges will pay fees charged by their stock brokers. Such charges are publicly available on the exchanges on which the units are listed and traded, or can be obtained from stock brokers. If investors deal in units directly with the Fund or the Management Company of the Fund, the entry charge is up to 2% and the exit charge is up to 1%.

* Authorised participants dealing directly with the Fund or the Management Company (as the case may be) will pay related transaction costs.

The ongoing charges figure is based on expenses for the twelve month period ending 31 July 2012. This figure may vary from year to year. It excludes portfolio trade-related costs, except costs paid to the custodian and any entry/exit charge paid to an underlying collective investment scheme (if any).

** To the extent the Management Company undertakes securities lending to reduce costs, the Fund will receive 100% of the associated revenue generated from which up to 40% will be paid to the Management Company in the form of an overall fixed fee in respect of costs arising in connection with the preparation and execution of such security-lending transactions. As securities lending revenue sharing does not increase the

costs of running the Fund, this has been excluded from the ongoing charges.

For more information on charges, please see the Fund's prospectus in paragraph 'Charges' of the Special Conditions of the Fund, which is available at www.ishares.com (select your country and navigate to Documents/Legal Information).

One-off charges taken before or after you invest	
Entry Charge (entry charge 0% when traded on exchange)	2.00%*
Exit Charge (exit charge 0% when traded on exchange)	1.00%*

This is the maximum that might be taken out of your money before it is invested or before proceeds of your investments are paid out.

Charges taken from the Fund over each year	
Ongoing Charges	0.51%**
Charges taken from the Fund under certain conditions	
Performance Fee	None

Past Performance

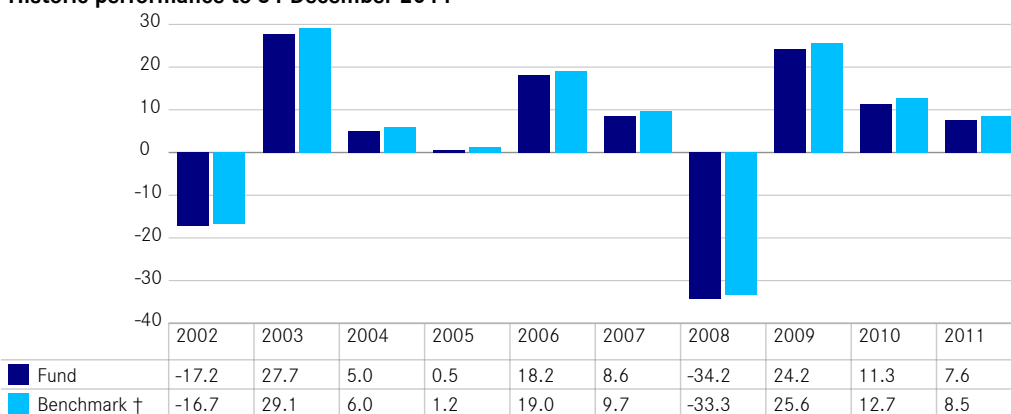
Past performance is not a guide to future performance.

The chart shows the Fund's annual performance in USD for each full calendar year over the period displayed in the chart. It is expressed as a percentage change of the Fund's net asset value at each year-end. The Fund was launched in 2001.

Performance is shown after deduction of ongoing charges. Any entry/exit charges are excluded from the calculation.

† Benchmark: DJ IndustrialsSM (USD)

Historic performance to 31 December 2011



Practical Information

- ▶ The Fund's depository bank is State Street Bank GmbH.
- ▶ Further information about the Fund can be obtained from the prospectus and latest annual reports. These documents are available free of charge in German and English as well as other languages of countries where the Fund is registered. They can be found along with other information, such as unit prices, by emailing info@iShares.de or from www.ishares.com (select your country and navigate to Documents) or by calling +49 (0) 89 42729 5858.
- ▶ The Fund is subject to the German Investment Tax Act (Investmentsteuergesetz). This may have an impact on the personal tax of your investment in the Fund.
- ▶ BlackRock Asset Management Deutschland AG may be held liable solely on the basis of any statement contained in this document that is misleading, inaccurate or inconsistent with the relevant parts of the Fund's prospectus.

This Fund is authorised in Germany and is regulated by the Federal Agency for Financial Services Supervision (BaFin).

This Key Investor Information is accurate as at 14 August 2012

BLACKROCK