

SPDR GOLD TRUST  
Form DEFA14A  
September 15, 2014

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**WASHINGTON, D.C. 20549**

**SCHEDULE 14A**  
**Proxy Statement Pursuant to Section 14(a) of the**  
**Securities Exchange Act of 1934**

Filed by the Registrant ☒ x

Filed by a Party other than the Registrant ☐ "

Check the appropriate box:

- ☐ Preliminary Proxy Statement
- ☐ **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- ☐ Definitive Proxy Statement
- ☒ Definitive Additional Materials
- ☐ Soliciting Material Pursuant to Section 240.14a-12

**SPDR® GOLD TRUST**

**SPONSORED BY WORLD GOLD TRUST SERVICES, LLC**

**(Name of Registrant as Specified In Its Charter)**

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**(Name of Person(s) Filing Proxy Statement, if other than the Registrant)**

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☒ No fee required.

☐ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

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3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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- 1) Amount Previously Paid:
- 2) Form, Schedule or Registration Statement No.:
- 3) Filing Party:
- 4) Date Filed:

**SPDR® Gold Trust Consent Solicitation    Sponsored by World Gold Trust Services, LLC**

**Record Date:** June 9, 2014

**Vote Cut-off Date:** August 29, 2014, adjourned to October 17, 2014

**Additional Materials:**

**Item 1. E-mail to shareholders.**

**Item 2. Letter to Shareholders from CEO of World Gold Trust Services, LLC (attachment to Item 1).**

PROXYVOTE.COM

You elected to receive shareholder communications and submit voting instructions via the Internet. This e-mail notification contains information specific to your holding(s) in the security identified below.

Please read the instructions carefully before proceeding.

This is a NOTIFICATION of the:

SPDR(R) GOLD TRUST 2014 Consent Solicitation of Stockholders.

VOTING CUT-OFF: October 17, 2014

RECORD DATE: June 9, 2014

CUSIP NUMBER: 78463V107

ACCOUNT NUMBER: 3456789012345678901

CONTROL NUMBER: 012345678901

You can enter your voting instructions and view the shareholder material at the Internet site below. If your browser supports secure transactions, you will automatically be directed to a secure site.

<https://www.proxyvote.com/0012345678901>

Note: If your e-mail software supports it, you can simply click on the above link.

To view the documents below, you may need Adobe Acrobat Reader. To download the Adobe Reader, click on the URL address below:

<http://www.adobe.com/products/acrobat/readstep2.html>

The relevant supporting documentations can also be found at the following Internet site(s):

CONSENT STATEMENT

[https://materials.proxyvote.com/Approved/MC0256/20140609/NPS\\_212727.PDF](https://materials.proxyvote.com/Approved/MC0256/20140609/NPS_212727.PDF)

Shareholder Letter

[https://materials.proxyvote.com/Approved/MC0256/20140912/SHLTR\\_219860.pdf](https://materials.proxyvote.com/Approved/MC0256/20140912/SHLTR_219860.pdf)

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(Include the original text and subject line of this message for identification purposes.)

AOL users: Please highlight the entire message before clicking the reply button.

**World Gold Trust Services, LLC**

**510 Madison Avenue, 9<sup>th</sup> Floor**

**New York, NY 10022**

September 12, 2014

Dear GLD<sup>®</sup> Shareholder:

I am writing to request that **you vote** on two important shareholder proposals to modernize and simplify the SPDR<sup>®</sup> Gold Trust. Your vote is extremely important and I request your support **FOR** these key initiatives.

**To vote**, please go to [www.proxyvote.com](http://www.proxyvote.com) and enter the control number provided in the body of the e-mail in which you received this letter, or call 1-855-601-2254 to record your vote over the phone.

As Sponsor of the SPDR<sup>®</sup> Gold Trust, we greatly appreciate you being a shareholder. Thank you in advance for your timely consideration of this matter.

Sincerely,

William Rhind  
Chief Executive Officer  
World Gold Trust Services, LLC

\* Please note that although the shareholder voting period has been extended to October 17, 2014, it is subject to the early termination of this Consent Solicitation, including if the consent of Shareholders holding 51% of the Trust's outstanding Shares has been received for the two proposals, or the extension of the voting period at the discretion of the Sponsor.