# **EXCHANGE TRADED CONCEPTS TRUST** (the "Trust")

Janus Equal Risk Weighted Large Cap ETF (formerly, VelocityShares Equal Risk Weighted Large Cap ETF) (the "Fund")

Supplement dated April 6, 2015 to the Currently Effective Prospectus and Statement of Additional Information

This supplement provides new and additional information beyond that contained in the currently effective Prospectus and Statement of Additional Information for the Fund and should be read in conjunction with those documents.

A joint special meeting of the shareholders of each series of the Trust, including the Fund, and Exchange Traded Concepts Trust II will be held on May 12, 2015. At the meeting, shareholders of record of the Fund at the close of business on March 27, 2015 (the "Record Date") will be asked to consider and vote on the following proposals relating to the Fund:

- (1) the approval of a new investment advisory agreement between the Trust, on behalf of the Fund, and Exchange Traded Concepts, LLC, the Fund's investment adviser (the "Adviser");
- (2) the approval of a new sub-advisory agreement between the Adviser and Vident Investment Advisory, LLC;
- (3) the approval of a new "manager of managers" arrangement that would grant the Fund and the Adviser greater flexibility to change sub-advisory arrangements without shareholder approval, subject to oversight by the Trust's Board of Trustees and compliance with the terms and conditions imposed by the Securities and Exchange Commission in either a rule or an exemptive order; and
- (4) the election of Timothy J. Jacoby as a Trustee of the Trust.

Shareholders of the Fund will experience no increase in fees as a result of the proposals being approved. Shareholders of record as of the Record Date will receive proxy materials describing the details of the proposals in advance of the meeting.

Please call 1-877-583-5624 for more information.

PLEASE RETAIN THIS SUPPLEMENT FOR FUTURE REFERENCE.

#### EXCHANGE TRADED CONCEPTS TRUST

Janus Equal Risk Weighted Large Cap ETF (formerly VelocityShares Equal Risk Weighted Large Cap ETF) (the "Fund")

# Supplement dated March 13, 2015 to the Currently Effective Prospectus and Statement of Additional Information

This supplement provides new and additional information beyond that contained in the currently effective Prospectus and Statement of Additional Information for the Fund and should be read in conjunction with those documents.

On January 15, 2015, Exchange Traded Concepts, LLC ("ETC"), the Fund's adviser, underwent a change in control as a result of a change in control of its direct controlling shareholder, Yorkville ETF Holdings LLC (the "Transaction").

Under the Investment Company Act of 1940, the Transaction resulted in the assignment and the automatic termination of the investment advisory agreement between the Trust, on behalf of the Fund, and ETC (the "Prior Advisory Agreement"). Further, the Fund's sub-advisory agreement between ETC and the Fund's sub-adviser, Index Management Solutions, LLC ("IMS") (the "Prior Sub-Advisory Agreement" and, together with the Prior Advisory Agreement, the "Prior Agreements"), automatically terminated as a result of the termination of the Prior Advisory Agreement.

In anticipation of the Transaction, at a special meeting of the Board of Trustees (the "Board") of the Trust held on December 19, 2014, the Board approved an interim investment advisory agreement between the Trust, on behalf of the Fund, and ETC (the "Interim Advisory Agreement"). At the meeting, the Board also approved an interim sub-advisory agreement between ETC, on behalf of the Fund, and Penserra Capital Management, LLC ("Penserra"), an existing sub-adviser of the Trust (the "Interim Sub-Advisory Agreement" and, together with the Interim Advisory Agreement, the "Interim Agreements"). The Board determined to replace IMS as the Fund's sub-adviser. Therefore, effective upon the closing of the Transaction, Dustin Lewellyn of Penserra became the Fund's portfolio manager for the Interim Period (as defined below).

The Interim Agreements became effective upon the closing of the Transaction on January 15, 2015 and will remain in effect for no longer than 150 days from that date (the "Interim Period"). The Transaction has not affected, nor is it expected to affect, the nature or quality of the services provided to the Fund. With the exception of the differences discussed below, the terms of the Interim Agreements, including the advisory fees payable under the Interim Agreements, are identical to the terms of the Prior Agreements. The Interim Agreements differ from the Prior Agreements in the following key respects: (a) the term of each Interim Agreement is 150 days or until a new agreement is approved by shareholders, whichever is shorter; (b) they are terminable by the Trust or shareholders on 10 days' notice; (c) with respect to the Interim Advisory Agreement, investment advisory fees earned under that agreement are paid into an escrow account, pending shareholder approval of a new advisory agreement with ETC; and (d) the parties to the Interim Sub-Advisory Agreement differ from the parties to the Prior Sub-Advisory Agreement in that Penserra, and not IMS, serves as interim sub-adviser for the Fund.

Most recently, at a special meeting of the Board held on January 22, 2015, the Board approved a new investment advisory agreement between the Trust, on behalf of the Fund, and ETC (the "New Advisory Agreement"). At the meeting, the Board also approved, with respect to the Fund, a new sub-advisory

agreement between ETC and Vident Investment Advisory, LLC (the "New Sub-Advisory Agreement" and, together with the New Advisory Agreement, the "New Agreements").

Before the New Agreements can take effect, shareholders of record must vote to approve the New Agreements. It is anticipated that the Trust will submit the New Agreements to shareholders for approval at a Special Meeting of Shareholders to be held during the second quarter of 2015. Additional information regarding the Special Meeting of Shareholders, including additional information about the Transaction and the New Agreements, will be provided in the near future.

Please call 1-877-583-5624 for more information.

Please retain this supplement for future reference.

VEL-SK-008-0100

#### **EXCHANGE TRADED CONCEPTS TRUST**

# VelocityShares Equal Risk Weighted Large Cap ETF (the "Fund")

Supplement dated January 22, 2015 to the Currently Effective Prospectus and Statement of Additional Information Dated September 1, 2014

This supplement provides new and additional information beyond that contained in the currently effective Prospectus and Statement of Additional Information (the "SAI") for the Fund listed above and should be read in conjunction with the Prospectus and SAI.

On December 1, 2014, Janus Capital Group Inc. announced the acquisition of VS Holdings Inc., the parent company of VelocityShares, LLC ("VelocityShares"), including its division VelocityShares Index & Calculation Services (the "Index Provider"). The Index Provider sponsors the VelocityShares Equal Risk Weighted Large Cap Index, the underlying index of the Fund (the "Index"). In connection with the acquisition, the Index's name was changed to the Janus Equal Risk Weighted Large Cap Index. In light of the Index's name change, the Board of Trustees of Exchange Traded Concepts Trust approved a change to the Fund's name. As a result, effective January 23, 2015, the Fund's Prospectus and SAI is revised as described below.

#### **New Fund Name**

The new name of the Fund is the "Janus Equal Risk Weighted Large Cap ETF." Therefore, all references to the "VelocityShares Equal Risk Weighted Large Cap ETF" in the Fund's Prospectus and SAI are replaced with "Janus Equal Risk Weighted Large Cap ETF."

#### **New Index Name**

The new name of the Fund's Index is the "Janus Equal Risk Weighted Large Cap Index." Therefore, all references to the "VelocityShares Equal Risk Weighted Large Cap Index" in the Fund's Prospectus and SAI are replaced with "Janus Equal Risk Weighted Large Cap Index."

The Fund's principal investment strategies, principal risks, fees and expenses and overall day-to-day management of the Fund are not expected to change as a result of the changes described above.

Please retain this supplement for future reference.

VEL-SK-007-0100

#### EXCHANGE TRADED CONCEPTS TRUST

Forensic Accounting ETF
ROBO-STOX<sup>TM</sup> Global Robotics and Automation Index ETF
VelocityShares Equal Risk Weighted ETF
YieldShares High Income ETF
(each, a "Fund" and collectively, the "Funds")

Supplement dated December 11, 2014 to the currently effective Prospectuses and Summary Prospectuses for the Funds listed above.

This supplement provides new and additional information beyond that contained in the Prospectuses and Summary Prospectuses for the Funds listed above and should be read in conjunction with the Prospectuses and Summary Prospectuses.

Effective immediately, Denise M. Krisko no longer serves as a portfolio manager to the Funds and all references to Ms. Krisko in the Funds' Summary Prospectuses, Prospectuses and Statements of Additional Information are deleted in their entirety. Effective immediately, Michael Gompers, Justin V. Lowry and Sean P. Reichert will serve as portfolio managers to the Funds and, therefore the following changes apply to the Prospectuses and Summary Prospectuses:

## **Revisions to Prospectuses and Summary Prospectuses**

• The information under the heading "Portfolio Manager" in the Fund Summary section is deleted in its entirety and replaced with the following:

#### **Portfolio Managers**

Michael Gompers, Portfolio Manager, Chief Executive Officer and Chief Compliance Officer for Index Management Solutions, LLC, has had primary responsibility for the day-to-day management of the Fund since November 2014.

Justin V. Lowry, Portfolio Manager for Index Management Solutions, LLC, has had primary responsibility for the day-to-day management of the Fund since November 2014

Sean P. Reichert, Portfolio Manager for Index Management Solutions, LLC, has had primary responsibility for the day-to-day management of the Fund since November 2014

#### **Revisions to Prospectuses Only**

• The information under the heading "Portfolio Manager" is deleted in its entirety and replaced with the following:

#### **Portfolio Managers**

Michael Gompers, Justin V. Lowry and Sean P. Reichert are primarily responsible for the day-to-day management of the Fund.

Mr. Gompers is Chief Executive Officer and Chief Compliance Officer of Index Management Solutions, LLC and has been with the firm since 2010. Mr. Gompers has also been the Chief Operating Officer of VTL Associates, LLC, the parent company of IMS, since 2005. Mr. Gompers earned his B.S. in Accounting from St. Joseph's University in 2004 and his MBA from St. Joseph's University in 2005.

Mr. Lowry is a portfolio manager with Index Management Solutions, LLC and has been with the firm since its founding in 2009. He has six years of experience in the investment management industry, and currently manages and trades products with nearly \$2.5 billion in total fund assets. Mr. Lowry has also worked to create and develop customized indexes that have been developed into exchange traded products. Mr. Lowry graduated with a B.S. in Business Management from St. Joseph's University.

Mr. Reichert is a portfolio manager with Index Management Solutions, LLC and has been with the firm since 2009. He currently manages products with nearly \$2.5 billion in total fund assets and facilitates the trading, as well as the cash and tax management for such accounts. Prior to joining IMS, Mr. Reichert worked as an investment consultant for VTL Associates where he focused on creating asset allocation models for institutional investors. He also worked in the Public Finance department at Janney Montgomery Scott, a regional investment bank. Mr. Reichert graduated with a B.S. in Economics with a concentration in Finance from The Wharton School of The University of Pennsylvania. He is currently a Level II CFA candidate.

The SAI provides additional information about the Portfolio Managers' compensation, other accounts managed by the Portfolio Managers, and the Portfolio Managers' ownership of Fund shares.

PLEASE RETAIN THIS SUPPLEMENT FOR FUTURE REFERENCE.

## **EXCHANGE TRADED CONCEPTS TRUST**

Prospectus

September 1, 2014

## VelocityShares Equal Risk Weighted Large Cap ETF

Principal Listing Exchange for the Fund: NASDAQ Stock Market LLC ("NASDAQ") Ticker Symbol: ERW

Neither the Securities and Exchange Commission nor any state securities commission has approved or disapproved of these securities or passed upon the accuracy or adequacy of this Prospectus. Any representation to the contrary is a criminal offense.

## **About This Prospectus**

This Prospectus has been arranged into different sections so that you can easily review this important information. For detailed information about the Fund, please see:

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#### **Investment Objective**

The VelocityShares Equal Risk Weighted Large Cap ETF (the "Fund") seeks to provide investment results that, before fees and expenses, correspond generally to the price and yield performance of the VelocityShares Equal Risk Weighted Large Cap Index (the "Index").

#### **Fees and Expenses**

This table describes the fees and expenses that you may pay if you buy and hold shares of the Fund ("Shares"). This table and the Example below do not include the brokerage commissions that investors may pay on their purchases and sales of Fund Shares.

Annual Fund Operating Expenses (expenses that you pay each year as a percentage of the value of your investment)			
Distribution and Service (12b-1) Fees	None		
Other Expenses	0.00%		
Total Annual Fund Operating Expenses	0.65%		

#### Example

This Example is intended to help you compare the cost of investing in the Fund with the cost of investing in other funds.

The Example assumes that you invest \$10,000 in the Fund for the time periods indicated and then sell all of your Shares at the end of those periods. The Example also assumes that your investment has a 5% return each year and that the Fund's operating expenses remain the same. Although your actual costs may be higher or lower, based on these assumptions your cost would be:

1 Year	3 Years	5 Years	10 Years
\$66	\$208	\$362	\$810

#### **Portfolio Turnover**

The Fund pays transaction costs, such as commissions, when it buys and sells securities (or "turns over" its portfolio). A higher portfolio turnover rate may indicate higher transaction costs and may result in higher taxes at the Fund level and, when Fund Shares are held in a taxable account, at the shareholder level. These costs, which are not reflected in annual fund operating expenses or in the example, affect the Fund's performance. For the fiscal period July 29, 2013, the Fund's commencement of operations, through April 30, 2014, the Fund's portfolio turnover rate was 139% of the average value of its portfolio.

## **Principal Investment Strategies**

The Fund will normally invest at least 80% of its total assets in securities of the Index. The Index is designed to reflect the performance of a portfolio holding a weighted exposure to stocks comprising the S&P 500<sup>®</sup> Index (the "S&P 500"). The target weighting of each stock is determined using a proprietary risk-weighting methodology that measures a stock's risk exposure and then weights each stock so as that each is expected to contribute the same level of risk to the Index (the "Methodology"). The Methodology differs from other index weighting methodologies, such as market capitalization and equal dollar weighting across all index constituents, in that it seeks to rebalance on a quarterly basis to a portfolio with equivalent risk contributions across constituents regardless of their individual volatilities. The Index is sponsored by VelocityShares Index & Calculation Services (the "Index Provider"), a division of VelocityShares LLC.

The Index comprises all of the stocks in the S&P 500, excluding stocks for which there is insufficient publicly available data to apply the Methodology and stocks undergoing mergers and/or other corporate actions if the Index Provider determines that a stock's price movement is no longer determined by market risk. As of August 1, 2014, the Index included 497 stocks from the S&P 500. The risk associated with each constituent stock is based on a combination of two factors: (1) historic market price movements/co-movements, and (2) implied market price volatility and each stock's sensitivity to market price variation. Historic volatility is based on actual market price changes over a specified period of time, while implied volatility uses option data to infer a perceived level of expected price variation. A proprietary optimization model then seeks to weight each stock according to each of the two volatility factors separately, such that the expected risk contribution of a constituent stock in the Index is equal to the risk contribution of each other constituent stock in the Index. The "risk contribution" of a constituent stock is defined as the sensitivity of the volatility of all of the Index constituents collectively to a change in the risk weighting of an individual constituent. The resulting weights from each optimization are then averaged to determine the weight for each constituent.

The maximum weight of each individual constituent stock is capped at 3% of the Index. In the event the model allocates a percentage weight to a stock in excess of 3%, the Methodology reallocates such excess among the remaining uncapped constituent stocks in proportion to their uncapped percentage weights, subject to the individual percentage weight cap of 3%. While the 3% individual weight constraint is designed to limit a concentration of exposures, it remains possible that a number of constituent stocks could all be assigned a weight of 3%. Index risk weightings are calculated, and the Index is rebalanced according to such calculations, on a quarterly basis. The Index is unmanaged and cannot be invested in directly.

The Fund employs a "passive management" investment strategy in seeking to achieve its investment objective. The Fund generally will use a replication methodology, meaning it will invest in all of the securities comprising the Index in proportion to the weightings in the Index. However, the Fund may utilize a sampling methodology under various circumstances where it may not be possible or practicable to purchase all of the securities in the Index. Exchange Traded Concepts, LLC (the "Adviser") expects that over time, if the Fund has sufficient assets, the

correlation between the Fund's performance, before fees and expenses, and that of the Index will be 95% or better. A figure of 100% would indicate perfect correlation.

The Fund may invest up to 20% of its assets in investments that are not included in the Index, but which the Adviser and Index Management Solutions, LLC (the "Sub-Adviser") believe will help the Fund track its Index. Such investments include cash and cash equivalents, including money market funds.

To the extent the Index concentrates (*i.e.*, holds 25% or more of its total assets) in the securities of a particular industry or group of industries, the Fund will concentrate its investments to approximately the same extent as its Index.

The Index Provider is not affiliated with the Fund, the Adviser or the Sub-Adviser. The Index Provider developed or acquired the methodology for determining the securities to be included in the Index and for the ongoing maintenance and calculation of the Index.

#### **Principal Risks**

As with all funds, a shareholder is subject to the risk that his or her investment could lose money. The principal risks affecting shareholders' investments in the Fund are set forth below. An investment in the Fund is not a bank deposit and is not insured or guaranteed by the FDIC or any government agency.

Concentration Risk: The Fund's assets will generally be concentrated in an industry or group of industries to the extent that the Fund's Index concentrates in a particular industry or group of industries. To the extent the Fund invests a substantial portion of its assets in an industry or group of industries, market or economic factors impacting that industry or group of industries could have a significant effect on the value of the Fund's investments. Additionally, the Fund's performance may be more volatile when the Fund's investments are less diversified across industries.

Early Close/Trading Halt Risk: An exchange or market may close or issue trading halts on specific securities, or the ability to buy or sell certain securities or financial instruments may be restricted, which may result in the Fund being unable to buy or sell certain securities or financial instruments. In such circumstances, the Fund may be unable to rebalance its portfolio, may be unable to accurately price its investments and/or may incur substantial trading losses.

*Index Tracking Risk*: The Fund's return may not match or achieve a high degree of correlation with the return of the Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund sought to replicate the Index.

*Issuer-Specific Risk*: Fund performance depends on the performance of individual securities to which the Fund has exposure. Issuer-specific events, including changes in the financial condition of an issuer, can have a negative impact on the value of the Fund.

Large-Capitalization Risk: Returns on investments in securities of large companies could trail the returns on investments in securities of smaller and mid-sized companies.

Management Risk: Because the Fund may not fully replicate the Index and may hold fewer than the total number of securities in the Index and may hold securities not included in the Index, the Fund is subject to management risk. This is the risk that the Sub-Adviser's security selection process, which is subject to a number of constraints, may not produce the intended results.

Market Risk: The values of equity securities in the Index could decline generally or could underperform other investments.

*Methodology Risk:* Neither the Fund nor the Adviser can offer assurances that tracking the Index will maximize returns or minimize risk, or be appropriate for every investor seeking a particular risk profile. Index risks include, but are not limited to:

Fixed Algorithmic Model Parameters: As with all algorithmic strategies, the Index uses a rules-based methodology that contains fixed parameters. For example, the volatility factors are applied using market data from specified time periods. The Methodology assumes that these observation periods and other fixed parameters are reasonable in the context of the Index; however, alternative parameters could have a positive effect on the performance of the Index.

Optimization Model Precision: The Methodology employs an optimization algorithm to determine the weights to be applied to the constituents on each rebalancing date. The optimization algorithm is a complex calculation model which is sensitive to the precision of both the original inputs and the interim calculations. Each of these are in turn dependent on the rounding conventions used in the financial market for the primary data and the rounding conventions determined appropriate by the Index Provider at each stage of the calculation process.

Rebalancing Frequency Limitations: The Index is rebalanced on a quarterly basis. As a result, the risk weights are calculated and the portfolio rebalanced quarterly, immediately preceding each rebalancing date. However, each constituent stock's closing price volatility (implied and historical) change daily as do correlations between constituent stocks. As a result, the expected equal risk contribution of each stock established each quarter may not be accurate or valid on any other Index business day and may deviate significantly from the weights which would be required for the constituents to contribute equally to risk on an ongoing basis. In particular, the Index may not achieve its objectives during periods of significant change in the volatilities of individual stocks and/or the correlations among stocks.

Passive Investment Risk: The Fund is not actively managed and therefore the Fund would not sell Shares of an equity security due to current or projected underperformance of a security, industry or sector, unless that security is removed from the Index or the selling of Shares is otherwise required upon a rebalancing of the Index.

Trading Issue: Although Fund Shares are listed for trading on the NASDAQ, there can be no assurance that an active trading market for such Shares will develop or be maintained. Trading in Fund Shares may be halted due to market conditions or for reasons that, in the view of the NASDAQ, make trading in Shares inadvisable. In addition, trading in Shares is subject to trading halts caused by extraordinary market volatility pursuant to NASDAQ "circuit breaker" rules. There can be no assurance that the requirements of the NASDAQ necessary to maintain the listing of the Fund will continue to be met or will remain unchanged or that the Shares will trade with any volume, or at all.

## **Performance Information**

The Fund commenced operations on July 29, 2013 and therefore does not have performance history for a full calendar year. Once the Fund has completed a full calendar year of operations, a bar chart and table will be included that will provide some indication of the risks of investing in the Fund by showing the variability of the Fund's return based on net assets.

## **Investment Advisers**

Exchange Traded Concepts, LLC serves as the investment adviser to the Fund. Index Management Solutions, LLC serves as the sub-adviser to the Fund.

## Portfolio Manager

Denise M. Krisko, CFA, Chief Investment Officer of the Sub-Adviser, has primary responsibility for the day-to-day management of the Fund. Ms. Krisko has managed the Fund since its inception.

## **Purchase and Sale of Fund Shares**

Individual Shares may only be purchased and sold on a national securities exchange through a broker-dealer. You can purchase and sell individual Shares of the Fund throughout the trading day like any publicly traded security. The Fund's Shares are listed on the NASDAQ. The price of the Fund's Shares is based on market price, and because exchange-traded fund shares trade at market prices rather than net asset value ("NAV"), Shares may trade at a price greater than NAV (premium) or less than NAV (discount). The Fund issues and redeems Shares on a continuous basis, at NAV, only in blocks of at least 50,000 Shares ("Creation Units"), principally in-kind for securities included in the Index. Creation Unit transactions are typically conducted in exchange for the deposit or delivery of in-kind securities and/or cash constituting a substantial replication, or a representation, of the securities included in the Fund's benchmark Index. Except when aggregated in Creation Units, the Fund's Shares are not redeemable securities.

#### Tax Information

The distributions made by the Fund are generally taxable, and will be taxed as ordinary income, qualified dividend income or long term capital gains, unless you are investing through a taxadvantaged arrangement, such as a 401(k) plan or individual retirement account.

## Payments to Broker-Dealers and Other Financial Intermediaries

If you purchase Shares of the Fund through a broker-dealer or other financial intermediary (such as a bank), the Fund and its related companies may pay the intermediary for the sale of Fund Shares and related services. These payments may create a conflict of interest by influencing the broker-dealer or other intermediary and your salesperson to recommend the Fund over another investment. Ask your salesperson or visit your financial intermediary's web site for more information.

## **Index/Trademark License/Disclaimers**

The Index Provider is VelocityShares Index & Calculation Services, a division of VelocityShares LLC ("VelocityShares"). The Index Provider is not affiliated with the Trust, the Adviser, the Sub-Adviser, the Fund's administrator, custodian, transfer agent or distributor, or any of their respective affiliates. The Adviser has entered into a license agreement with the Index Provider pursuant to which the Adviser pays a fee to use the Index. The Adviser is sub-licensing rights to the Index to the Fund at no charge.

As part of the license agreements related to the use of the VelocityShares Equal Risk Weighted Large Cap Index (the "Index"), the Fund is required to include the following disclaimers in this Prospectus:

The Index is the exclusive property of VelocityShares Index & Calculation Services (the "Licensee"), which has contracted with S&P Opco, LLC (a subsidiary of S&P Dow Jones Indices LLC) ("S&P Dow Jones Indices") to calculate and maintain the Index. The S&P 500® index is the property of S&P Dow Jones Indices and/or its affiliates and has been licensed by S&P for use by Licensee in connection with the Index. S&P® is a registered trademark of Standard & Poor's Financial Services LLC ("SPFS"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and, these trademarks have been licensed to S&P Dow Jones Indices. "Calculated by S&P Dow Jones Indices" and its related stylized mark(s) have been licensed for use by Licensee.

The Fund is not sponsored, endorsed, sold or promoted by S&P Dow Jones Indices, SPFS, Dow Jones or any of their affiliates (collectively, "S&P Dow Jones Indices Entities"). S&P Dow Jones Indices Entities do not make any representation or warranty, express or implied, to the owners of the Fund or any member of the public regarding the advisability of investing in securities generally or in the Fund particularly or the ability of the Index to track general market performance. S&P Dow Jones Indices Entities only relationship to Licensee with respect to the Index is the licensing of certain intellectual property held by S&P Dow Jones Indices Entities related to the S&P 500® index and certain trademarks, service marks and trade names of S&P Dow Jones Indices Entities and for the providing of calculation and maintenance services related to the Index. S&P Dow Jones Indices Entities are not responsible for and have not participated in the determination of the prices and amount of the Fund or the timing of the issuance or sale of the Fund or in the determination or calculation of the equation by which the Fund is to be converted into cash. S&P Dow Jones Indices Entities have no obligation or liability in connection with the administration, marketing or trading of the Fund. S&P Dow Jones Indices LLC is not an investment advisor. Inclusion of a security within the Index and/or the S&P 500®

index is not a recommendation by S&P Dow Jones Indices Entities to buy, sell, or hold such security, nor is it considered to be investment advice.

S&P DOW JONES INDICES ENTITIES DO NOT GUARANTEE THE ADEQUACY, ACCURACY, TIMELINESS AND/OR THE COMPLETENESS OF THE INDEX OR ANY DATA RELATED THERETO OR ANY COMMUNICATION, INCLUDING BUT NOT LIMITED TO, ORAL OR WRITTEN COMMUNICATION (INCLUDING ELECTRONIC COMMUNICATIONS) WITH RESPECT THERETO. S&P DOW JONES INDICES ENTITIES SHALL NOT BE SUBJECT TO ANY DAMAGES OR LIABILITY FOR ANY ERRORS, OMISSIONS, OR DELAYS THEREIN. S&P DOW JONES INDICES ENTITIES MAKE NO EXPRESS OR IMPLIED WARRANTIES, AND EXPRESSLY DISCLAIMS ALL WARRANTIES, OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE OR AS TO RESULTS TO BE OBTAINED BY VELOCITYSHARES, THE TRUST, THE ADVISER, THE SUB-ADVISER, OWNERS OF SHARES OF THE FUND, OR ANY OTHER PERSON OR ENTITY FROM THE USE OF THE INDEX OR WITH RESPECT TO ANY DATA RELATED THERETO, INCLUDING DATA RELATED TO THE S&P 500® WITHOUT LIMITING ANY OF THE FOREGOING, IN NO EVENT WHATSOEVER SHALL S&P DOW JONES INDICES ENTITIES BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES INCLUDING BUT NOT LIMITED TO, LOSS OF PROFITS, TRADING LOSSES, LOST TIME OR GOODWILL, EVEN IF THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE.

Neither VelocityShares Index & Calculation Services, VelocityShares LLC (together, "VelocityShares") nor any other party makes any representation or warranty, express or implied, to the owners of the Funds or any member of the public regarding the advisability of investing in the Funds generally or the similarities or variations between the performance of the index and the performance of the underlying security. VelocityShares is the licensor of certain trademarks, service marks and trade names of VelocityShares and of the index which is determined, composed and calculated by VelocityShares without regard to the issuer of the Funds. Neither VelocityShares nor any other party guarantees the accuracy and/or the completeness of the indices or any date included therein. VelocityShares disclaims all warranties of merchantability or fitness for any particular purpose with respect to the indices or any data included therein.

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Index Provider has obtained portions of the Index Methodology pursuant to a license agreement with Citigroup Global Markets Limited (the "Methodology Provider") who will receive an asset based fee in compensation for granting such license. The Fund is not sponsored, endorsed, sold or promoted by the Methodology Provider or any of its affiliates. The Methodology Provider makes no representation or warranty, express or implied, to the owners or prospective owners of Shares of the Fund or any member of the public regarding the advisability of investing in securities generally or in the Fund particularly, or the ability of the Fund to track the price and yield performance of the Index, the ability of the Index to track general market performance, the risks of the Index or the degree to which the Index is similar or dissimilar to the Methodology. The Methodology Provider's only relationship to the Index is the licensing of the Methodology and certain related data. The Methodology Provider has not reviewed or approved the rules governing the Index. The Index is determined, composed and calculated by the Index Provider without the participation of the Methodology Provider. The Methodology Provider has no obligation to take the needs of the Index Provider or the owners or prospective owners of the Fund into consideration in determining, composing, calculating or otherwise using the Methodology. The Methodology Provider is not responsible for and has not participated in the creation of the Index, the determination, composition or calculation of the Index, the determination of the prices and amount of the Shares to be issued by the Fund or the timing of the issuance or sale of the Shares to be issued by the Fund or in the determination or calculation of the equation by which the Shares to be issued by the Fund are to be converted into cash. The Methodology Provider has no obligation or liability in connection with the determination, composition or calculation of the Index or the administration, marketing or trading of the Fund. The Methodology Provider or any of its affiliates may act as Authorized Participant of the Fund and may from time to time hold long or short positions in the Fund or in derivatives referencing the Fund, and may hold long or short positions in securities held by the Fund or in related derivatives. In addition the Methodology Provider or its affiliates may from time to time engage in securities and securities lending transactions with the Fund on a principal or agency basis.

NEITHER THE METHODOLOGY PROVIDER NOR ANY OF ITS AFFILIATES GUARANTEES THE ACCURACY OR COMPLETENESS OF THE METHODOLOGY, THE INDEX, ANY DATA INCLUDED THEREIN OR RELATED THERETO, OR ANY COMMUNICATIONS, INCLUDING BUT NOT LIMITED TO, ORAL OR WRITTEN COMMUNICATIONS (INCLUDING ELECTRONIC COMMUNICATIONS) WITH RESPECT THERETO AND THE METHODOLOGY PROVIDER SHALL HAVE NO LIABILITY FOR ANY ERRORS, OMISSIONS OR DELAYS THEREIN. NEITHER THE METHODOLOGY PROVIDER NOR ANY OF ITS AFFILIATES MAKES ANY WARRANTY, EXPRESS OR IMPLIED, AS TO RESULTS TO BE OBTAINED BY THE INDEX PROVIDER, THE OWNERS OR PROSPECTIVE OWNERS OF SHARES OF THE FUND OR ANY OTHER PERSON OR ENTITY FROM THE METHODOLOGY, THE INDEX OR ANY DATA INCLUDED THEREIN. NEITHER THE METHODOLOGY

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## **Additional Principal Risk Information**

The following section provides additional information regarding certain of the principal risks identified under "Principal Risks" in the "Fund Summary" section along with additional risk information.

Concentration Risk: The Fund's assets will generally be concentrated in an industry or group of industries to the extent that the Fund's Index concentrates in a particular industry or group of industries. To the extent the Fund invests a substantial portion of its assets in an industry or group of industries, market or economic factors impacting that industry or group of industries could have a significant effect on the value of the Fund's investments. Additionally, the Fund's performance may be more volatile when the Fund's investments are less diversified across industries.

Early Close/Trading Halt Risk: An exchange or market may close or issue trading halts on specific securities, or the ability to buy or sell certain securities or financial instruments may be restricted, which may result in the Fund being unable to buy or sell certain securities or financial

instruments. In such circumstances, the Fund may be unable to rebalance its portfolio, may be unable to accurately price its investments and/or may incur substantial trading losses.

Index Tracking Risk: Tracking error refers to the risk that the Sub-Adviser may not be able to cause the Fund's performance to match or correlate to that of the Index, either on a daily or aggregate basis. There are a number of factors that may contribute to the Fund's tracking error, such as Fund expenses, imperfect correlation between the Fund's investments and those of the Index, rounding of share prices, the timing or magnitude of changes to the composition of the Index, regulatory policies, and high portfolio turnover rate. The Fund incurs operating expenses not applicable to the Index and incurs costs associated with buying and selling securities, especially when rebalancing the Fund's securities holdings to reflect changes in the composition of the Index. In addition, mathematical compounding may prevent the Fund from correlating with the monthly, quarterly, annual or other period performance of its index. Tracking error may cause the Fund's performance to be less than expected.

*Issuer-Specific Risk*: Changes in the financial condition of an issuer or counterparty, changes in specific economic or political conditions that affect a particular type of security or issuer, and changes in general economic or political conditions can affect a security's or instrument's value. The value of securities of smaller, less well-known issuers can be more volatile than that of larger issuers. Issuer-specific events can have a negative impact on the value of the Fund.

Large-Capitalization Risk: The Index is composed primarily of securities of large-capitalization companies. As a result, the Fund may be subject to the risk that the pre-dominate capitalization range represented in the Index may underperform other segments of the equity market or the equity market as a whole.

*Management Risk*: Because the Fund may not fully replicate the Index and may hold fewer than the total number of securities in the Index and may hold securities not included in the Index, the Fund is subject to management risk. This is the risk that the Sub-Adviser's security selection process, which is subject to a number of constraints, may not produce the intended results.

Market Risk: An investment in the Fund involves risks similar to those of investing in any fund of equity securities, such as market fluctuations caused by such factors as economic and political developments, changes in interest rates and perceived trends in securities prices. The values of equity securities could decline generally or could underperform other investments. Different types of equity securities tend to go through cycles of out-performance and under-performance in comparison to the general securities markets. In addition, securities may decline in value due to factors affecting a specific issuer, market or securities markets generally.

*Methodology Risk:* Neither the Fund nor the Adviser can offer assurances that tracking the Index will maximize returns or minimize risk, or be appropriate for every investor seeking a particular risk profile. Index risks include, but are not limited to:

Fixed Algorithmic Model Parameters: As with algorithmic strategies, the Index uses a rules-based methodology that contains fixed parameters. For example, the volatility factors are applied using market data from specified time periods. The Methodology

assumes that these observation periods and other fixed parameters are reasonable in the context of the Index; however, alternative parameters could have a positive effect on the performance of the Index.

Optimization Model Precision: The Methodology employs an optimization algorithm to determine the weights to be applied to the constituents on each rebalancing date. The optimization algorithm is a complex calculation model which is sensitive to the precision of both the original inputs and the interim calculations. Each of these are in turn dependent on the rounding conventions used in the financial market for the primary data and the rounding conventions determined appropriate by the Index Provider at each stage of the calculation process.

Rebalancing Frequency Limitations: The Index is rebalanced on a quarterly basis. As a result, the risk weights are calculated and the portfolio rebalanced quarterly, immediately preceding each rebalancing date. However, each constituent stock's closing price volatility (implied and historical) change daily as do correlations between constituent stocks. As a result, the expected equal risk contribution of each stock established each quarter may not be accurate or valid on any other Index business day and may deviate significantly from the weights which would be required for the constituents to contribute equally to risk on an ongoing basis. In particular, the Index may not achieve its objectives during periods of significant change in the volatilities of individual stocks and/or the correlations among stocks. For example, (i) if a group of constituents which have historically exhibited lower than average volatilities (and have therefore been assigned relatively higher weightings by the Methodology) undergo a sudden increase in volatility; or (ii) if a group of constituents which have historically exhibited a lower than average correlation with other constituents (and have therefore been assigned relatively higher weightings by the Methodology) undergo a sudden increase in correlation, the Index may deviate substantially from the theoretical equal risk-contribution weighting scheme.

Passive Investment Risk: The Fund is not actively managed. Therefore, unless a specific security is removed from the Index, or the selling of Shares of that security is otherwise required upon a rebalancing of the Index as addressed in the Index methodology, the Fund generally would not sell a security because the security's issuer was in financial trouble. If a specific security is removed from the Index, the Fund may be forced to sell such security at an inopportune time or for a price other than the security's current market value. An investment in the Fund involves risks similar to those of investing in any equity securities traded on an exchange, such as market fluctuations caused by such factors as economic and political developments, changes in interest rates and perceived trends in security prices. It is anticipated that the value of Fund Shares will decline, more or less, in correspondence with any decline in value of the Index. The Index may not contain the appropriate mix of securities for any particular point in the business cycle of the overall economy, particular economic sectors, or narrow industries within which the commercial activities of the companies comprising the portfolio securities holdings of the Fund are conducted, and the timing of movements from one type of security to another in seeking to replicate the Index could have a negative effect on the Fund. Unlike with an actively managed fund, the Adviser does not use techniques or defensive strategies designed to lessen the effects of

market volatility or to reduce the impact of periods of market decline. This means that, based on market and economic conditions, the Fund's performance could be lower than other types of mutual funds that may actively shift their portfolio assets to take advantage of market opportunities or to lessen the impact of a market decline.

Trading Issues: Although Fund Shares are listed for trading on the NASDAQ, there can be no assurance that an active trading market for such Shares will develop or be maintained. Trading in Fund Shares may be halted due to market conditions or for reasons that, in the view of the NASDAQ, make trading in Shares inadvisable. In addition, trading in Shares is subject to trading halts caused by extraordinary market volatility pursuant to NASDAQ "circuit breaker" rules. There can be no assurance that the requirements of the NASDAQ necessary to maintain the listing of the Fund will continue to be met or will remain unchanged or that the Shares will trade with any volume, or at all.

#### **Additional Investment Strategies**

The Fund, using an "indexing" investment approach, seeks to provide investment results that, before fees and expenses, correspond generally to the price and yield performance of the Index. A number of factors may affect the Fund's ability to achieve a high correlation with the Index, including the degree to which the Fund utilizes a sampling methodology. There can be no guarantee that the Fund will achieve a high degree of correlation.

The Fund may sell securities that are represented in the Index or purchase securities not yet represented in the Index, in anticipation of their removal from or addition to the Index. There may also be instances in which the Sub-Adviser may choose to overweight securities in the Index, thus causing the Sub-Adviser to purchase or sell securities not in the Index which the Sub-Adviser believes are appropriate to substitute for certain securities in the Index or utilize various combinations of other available investment techniques in seeking to track the Index. The Fund will not take defensive positions.

The Fund may change its investment objective and the Index without shareholder approval.

#### **Additional Risks**

Fluctuation of NAV: The NAV of the Fund Shares will generally fluctuate with changes in the market value of the Fund's securities holdings. The market prices of Shares will generally fluctuate in accordance with changes in the Fund's NAV and supply and demand of Shares on the NASDAQ. It cannot be predicted whether Fund Shares will trade below, at or above their NAV. Price differences may be due, in large part, to the fact that supply and demand forces at work in the secondary trading market for Shares will be closely related to, but not identical to, the same forces influencing the prices of the securities of the Index trading individually or in the aggregate at any point in time. The market prices of Fund Shares may deviate significantly from the NAV of the Shares during periods of market volatility. While the creation/redemption feature is designed to make it likely that Fund Shares normally will trade close to the Fund's NAV, disruptions to creations and redemptions may result in trading prices that differ significantly from the Fund's NAV. If an investor purchases Fund Shares at a time when the

market price is at a premium to the NAV of the Shares or sells at a time when the market price is at a discount to the NAV of the Shares, then the investor may sustain losses.

Costs of Buying or Selling Shares: Investors buying or selling Fund Shares in the secondary market will pay brokerage commissions or other charges imposed by brokers as determined by that broker. Brokerage commissions are often a fixed amount and may be a significant proportional cost for investors seeking to buy or sell relatively small amounts of Shares. In addition, secondary market investors will also incur the cost of the difference between the price that an investor is willing to pay for Shares (the "bid" price) and the price at which an investor is willing to sell Shares (the "ask" price). This difference in bid and ask prices is often referred to as the "spread" or "bid/ask spread." The bid/ask spread varies over time for Shares based on trading volume and market liquidity, and is generally lower if the Fund's Shares have more trading volume and market liquidity and higher if the Fund's Shares have little trading volume and market liquidity. Further, increased market volatility may cause increased bid/ask spreads. Due to the costs of buying or selling Shares, including bid/ask spreads, frequent trading of Shares may significantly reduce investment results and an investment in Shares may not be advisable for investors who anticipate regularly making small investments.

## **Information Regarding the Index**

The Index is designed to reflect the performance of a portfolio holding a weighted exposure to stocks comprising the S&P 500® Index (the "S&P 500"). The target weighting of each stock is determined using a proprietary risk-weighting methodology that measures a stock's risk exposure and then weights each stock so as that each is expected to contribute the same level of risk to the Index (the "Methodology").

The Index comprises all of the stocks in the S&P 500, excluding stocks for which there is insufficient publicly available data to apply the Methodology and stocks undergoing mergers and/or other corporate actions if the Index Provider determines that a stock's price movement is no longer determined by market risk. The risk associated with each constituent stock is based on a combination of two factors: (1) historic market price movements/co-movements, and (2) implied market price volatility and each stock's sensitivity to market price variation. Historic volatility is based on actual market price changes over a specified period of time, while implied volatility uses option data to infer a perceived level of expected price variation.

A proprietary optimization model then seeks to weight each stock according to each of the two volatility factors, such that the expected risk contribution of a constituent stock in the Index is equal to the risk contribution of each other constituent stock in the Index. The "risk contribution" of a constituent stock is defined as the sensitivity of the volatility of all of the Index constituents collectively to a change in the risk weighting of an individual constituent.

The maximum weight of each individual constituent stock is capped at 3% of the Index. In the event the model allocates a percentage weight to a stock in excess of 3%, the Methodology reallocates such excess among the remaining uncapped constituent stocks in proportion to their uncapped percentage weights, subject to the individual percentage weight cap of 3%. While the 3% individual weight constraint is designed to limit a concentration of exposures, it remains

possible that a number of constituent stocks could all be assigned a weight of 3%. Index risk weightings are calculated, and the Index is rebalanced according to such calculations, on a quarterly basis.

A constituent stock may be removed from the Index if the stock is removed from the S&P 500. A constituent stock will be removed from the Index on the same day it is removed from the S&P 500. Percentage weightings of the remaining constituents will be scaled up such that the percentage weight of the removed constituent is proportionally redistributed among the remaining constituents, subject to the individual percentage weight cap of 3%. Stocks that are added to the S&P 500 will not be added to the Index until a rebalancing date. Stocks may be added to the Index on other than rebalancing dates as a result of certain corporate actions such as mergers.

The Index is maintained by the Index Provider. The Index is calculated and published by S&P Opco. Neither VelocityShares nor S&P Opco are affiliated with the Trust, the Adviser, the Sub-Adviser, the Fund's administrator, custodian, transfer agent or distributor, or any of their respective affiliates.

## **Portfolio Holdings**

A description of the Fund's policies and procedures with respect to the disclosure of the Fund's portfolio securities is available in the Fund's Statement of Additional Information (the "SAI").

## **Fund Management**

Adviser. Exchange Traded Concepts, LLC, or the Adviser, an Oklahoma limited liability company, is located at 2545 S. Kelly Ave., Suite C, Edmond, Oklahoma 73013. The Adviser was formed in 2009 and provides investment advisory services to other exchange-traded funds. The Adviser serves as investment adviser to the Fund and provides investment advice to the Fund and oversees the day-to-day operations of the Fund, subject to the direction and control of the Trust's Board of Trustees (the "Board"). The Adviser also arranges for transfer agency, custody, fund administration and accounting, and other non-distribution related services necessary for the Fund to operate. The Adviser administers the Fund's business affairs, provides office facilities and equipment and certain clerical, bookkeeping and administrative services, and provides its officers and employees to serve as officers or Trustees of the Trust.

For the services it provides to the Fund, the Fund pays the Adviser a fee, which is calculated daily and paid monthly, at an annual rate of 0.65% on the average daily net assets of the Fund. Under the investment advisory agreement, the Adviser has agreed to pay all expenses incurred by the Fund except for the advisory fee, interest, taxes, brokerage commissions and other expenses incurred in placing orders for the purchase and sale of securities and other investment instruments, acquired fund fees and expenses, extraordinary expenses, and distribution fees and expenses paid by the Trust under any distribution plan adopted pursuant to Rule 12b-1 under the 1940 Act ("Excluded Expenses").

Sub-Adviser. Index Management Solutions, LLC, or the Sub-Adviser, is a wholly-owned subsidiary of VTL Associates, LLC and a Pennsylvania limited liability company located at One

Commerce Square, 2005 Market Street, Suite 2020, Philadelphia, Pennsylvania 19103. The Sub-Adviser provides investment advisory services to various other exchange-traded funds as well as separate accounts. The Sub-Adviser is responsible for trading portfolio securities on behalf of the Fund, including selecting broker-dealers to execute purchase and sale transactions as instructed by the Adviser or in connection with any rebalancing or reconstitution of the Index, subject to the supervision of the Adviser and the Board. Under a sub-advisory agreement, the Adviser pays the Sub-Adviser a fee calculated daily and paid monthly, at an annual rate of 0.055% on the average daily net assets of the Fund, subject to a \$10,000 minimum fee.

A discussion regarding the basis for the Board's approval of the Investment Advisory Agreement with the Adviser and the Sub-Advisory Agreement with the Sub-Adviser is available in the Fund's Semi-Annual Report to Shareholders for the period ended October 31, 2013.

## Portfolio Manager

Denise M. Krisko, CFA, is primarily responsible for the day-to-day management of the Fund.

Ms. Krisko is responsible for the investment decisions for the Fund. Ms. Krisko became the Chief Investment Officer for the Sub-Adviser in 2009 and has over nineteen years of investment experience. Previously, she was a Managing Director and Co-Head of the Equity Index Management and Head of East Coast Equity Index Strategies for Mellon Capital Management. She was also a Managing Director of The Bank of New York and Head of Equity Index Strategies for BNY Investment Advisors from August 2005 until the merger of The Bank of New York with Mellon Bank in 2007, when she assumed her role with Mellon Capital Management. Ms. Krisko attained the Chartered Financial Analyst ("CFA") designation in 2000. She graduated with a BS from Pennsylvania State University and obtained her MBA from Villanova University.

The SAI provides additional information about Ms. Krisko's compensation, other accounts managed, and ownership of Fund Shares.

#### **Buying and Selling Fund Shares**

Fund Shares are listed for secondary trading on the NASDAQ. When you buy or sell the Fund's Shares on the secondary market, you will pay or receive the market price. You may incur customary brokerage commissions and charges and may pay some or all of the spread between the bid and the offered price in the secondary market on each leg of a round trip (purchase and sale) transaction. The Shares will trade on the NASDAQ at prices that may differ to varying degrees from the daily NAV of the Shares. A "Business Day" with respect to the Fund is any day on which the NASDAQ is open for business. The NASDAQ is generally open Monday through Friday and is closed on weekends and the following holidays: New Year's Day, Martin Luther King, Jr. Day, Presidents' Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

NAV per share for the Fund is computed by dividing the value of the net assets of the Fund (*i.e.* the value of its total assets less total liabilities) by its total number of Shares outstanding. Expenses and fees, including management and distribution fees, if any, are accrued daily and

taken into account for purposes of determining NAV. NAV is determined each business day, normally as of the close of regular trading of the NASDAQ (ordinarily 4:00 p.m., Eastern time).

When determining NAV, the value of the Fund's portfolio securities is based on market prices of the securities, which generally means a valuation obtained from an exchange or other market (or based on a price quotation or other equivalent indication of the value supplied by an exchange or other market) or a valuation obtained from an independent pricing service. If a security's market price is not readily available or does not otherwise accurately reflect the fair value of the security, the security will be valued by another method that the Board believes will better reflect fair value in accordance with the Trust's valuation policies and procedures. Fair value pricing may be used in a variety of circumstances, including but not limited to, situations when the value of a security in the Fund's portfolio has been materially affected by events occurring after the close of the market on which the security is principally traded but prior to the close of the NASDAQ (such as in the case of a corporate action or other news that may materially affect the price of a security) or trading in a security has been suspended or halted. Accordingly, the Fund's NAV may reflect certain portfolio securities' fair values rather than their market prices.

Fair value pricing involves subjective judgments and it is possible that a fair value determination for a security will materially differ from the value that could be realized upon the sale of the security. In addition, fair value pricing could result in a difference between the prices used to calculate the Fund's NAV and the prices used by the Fund's index. This may result in a difference between the Fund's performance and the performance of the Fund's Index.

#### Frequent Purchases and Redemptions of Fund Shares

The Fund does not impose any restrictions on the frequency of purchases and redemptions; however, the Fund reserves the right to reject or limit purchases at any time as described in the SAI. When considering that no restriction or policy was necessary, the Board evaluated the risks posed by arbitrage and market timing activities, such as whether frequent purchases and redemptions would interfere with the efficient implementation of the Fund's investment strategy, or whether they would cause the Fund to experience increased transaction costs. The Board considered that, unlike traditional mutual funds, Shares are issued and redeemed only in large quantities of Shares known as Creation Units available only from the Fund directly to a few institutional investors ("Authorized Participants"), and that most trading in the Fund occurs on the exchange at prevailing market prices and does not involve the Fund directly. Given this structure, the Board determined that it is unlikely that trading due to arbitrage opportunities or market timing by shareholders would result in negative impact to the Fund or its shareholders. In addition, frequent trading of Shares done by Authorized Participants and arbitrageurs is critical to ensuring that the market price remains at or close to NAV.

## **Other Considerations**

Distribution and Service Plan. The Fund has adopted a Distribution and Service Plan in accordance with Rule 12b-1 under the 1940 Act pursuant to which payments of up to 0.25% of the Fund's average daily net assets may be made for the sale and distribution of its Fund Shares. However, the Board has determined that no payments pursuant to the Distribution and Service

Plan will be made during the twelve (12) month period from the date of this Prospectus. Thereafter, 12b-1 fees may only be imposed after approval by the Board. Any forgone 12b-1 fees during the first 12 months will not be recoverable during any subsequent period. Because these fees would be paid out of the Fund's assets on an on-going basis, if payments are made in the future, these fees will increase the cost of your investment and may cost you more than paying other types of sales charges.

## **Dividends, Distributions and Taxes**

#### Fund Distributions

The Fund pays out dividends from its net investment income, quarterly, and distributes net capital gains, if any, annually.

#### Dividend Reinvestment Service

Brokers may make available to their customers who own the Fund's Shares the DTC book-entry dividend reinvestment service. If this service is available and used, dividend distributions of both income and capital gains will automatically be reinvested in additional whole Shares of the Fund purchased on the secondary market. Without this service, investors would receive their distributions in cash. In order to achieve the maximum total return on their investments, investors are encouraged to use the dividend reinvestment service. To determine whether the dividend reinvestment service is available and whether there is a commission or other charge for using this service, consult your broker. Brokers may require the Fund's shareholders to adhere to specific procedures and timetables.

#### Tax Information

The following is a summary of some important tax issues that affect the Fund and its shareholders. The summary is based on current tax laws, which may be changed by legislative, judicial or administrative action. You should not consider this summary to be a comprehensive explanation of the tax treatment of the Fund, or the tax consequences of an investment in the Fund. More information about taxes is located in the SAI. You are urged to consult your tax adviser regarding specific questions as to federal, state and local income taxes.

#### Tax Status of the Fund

The Fund is treated as a separate entity for federal tax purposes and intends to qualify for the special tax treatment afforded to regulated investment companies under the Internal Revenue Code of 1986, as amended. As long as the Fund qualifies for treatment as a regulated investment company, it pays no federal income tax on the earnings it distributes to shareholders.

#### Tax Status of Distributions

• The Fund will distribute substantially all of its net investment income, quarterly, and net capital gains income, annually.

- Dividends and distributions are generally taxable to you whether you receive them in cash or reinvest them in additional Shares.
- The income dividends you receive from the Fund will be taxed as either ordinary income or "qualified dividend income." Dividends that are reported by the Fund as qualified dividend income are generally taxable to noncorporate shareholders at tax rates of up to 20% (lower tax rates apply to individuals in lower tax brackets). Qualified dividend income generally is income derived from dividends paid to the Fund by U.S. corporations or certain foreign corporations that are either incorporated in a U.S. possession or eligible for tax benefits under certain U.S. income tax treaties. In addition, dividends that the Fund receives in respect of stock of certain foreign corporations may be qualified dividend income if that stock is readily tradable on an established U.S. securities market. For such dividends to be taxed as qualified dividend income to a non-corporate shareholder, the Fund must satisfy certain holding period requirements with respect to the underlying stock and the non-corporate shareholder must satisfy holding period requirements with respect to his or her ownership of the Fund's Shares. Holding periods may be suspended for these purposes for stock that is hedged.
- Distributions from the Fund's short-term capital gains are generally taxable as ordinary income. Distributions from the Fund's net capital gain (the excess of the Fund's net long-term capital gains over its net short-term capital losses) are taxable as long-term capital gains regardless of how long you have owned your Shares. For noncorporate shareholders, long-term capital gains are generally taxable at tax rates of up to 20% (lower rates apply to individuals in lower tax brackets).
- All other Fund distributions are generally taxable as ordinary income.
- U.S. individuals with income specified thresholds are subject to a 3.8% Medicare contribution tax on all or a portion of their "net investment income," including interest, dividends, and certain capital gains (including certain capital gains distributions and capital gains realized on the sale of Shares of the Fund). This 3.8% tax also applies to all or a portion of the undistributed net investment income of certain shareholders that are estates and trusts.
- Corporate shareholders may be entitled to a dividends-received deduction for the portion of dividends they receive from the Fund that are attributable to dividends received by the Fund from U.S. corporations, subject to certain limitations.
- Distributions paid in January but declared by the Fund in October, November or December of the previous year payable to shareholders of record in such a month may be taxable to you in the previous year.
- The Fund will inform you of the amount of your ordinary income dividends, qualified dividend income, and net capital gain distributions shortly after the close of each calendar year.

• If you hold your Shares in a tax-qualified retirement account, you generally will not be subject to federal taxation on Fund distributions until you begin receiving distributions from your retirement account. You should consult your tax adviser regarding the tax rules that apply to your retirement account.

Tax Status of Share Transactions. Each sale of Fund Shares or redemption of Creation Units will generally be a taxable event. Any capital gain or loss realized upon a sale of Fund Shares is generally treated as a long-term gain or loss if the Shares have been held for more than one year. Any capital gain or loss realized upon a sale of Fund Shares held for one year or less is generally treated as short-term gain or loss. Any capital loss on the sale of Shares held for six months or less is treated as long-term capital loss to the extent distributions of net capital gain were paid (or treated as paid) with respect to such Shares. Any loss realized on a sale will be disallowed to the extent shares of the Fund are acquired, including through reinvestment of dividends, within a 61-day period beginning 30 days before and ending 30 days after the disposition of Fund Shares.

A person who exchanges securities for Creation Units generally will recognize gain or loss from the exchange. The gain or loss will be equal to the difference between the market value of the Creation Units at the time of the exchange and the exchanger's aggregate basis in the securities surrendered plus any cash paid for the Creation Units. A person who exchanges Creation Units for securities will generally recognize a gain or loss equal to the difference between the exchanger's basis in the Creation Units and the aggregate market value of the securities and the amount of cash received.

Non-U.S. Individual Investors. If you are not a citizen or permanent resident of the United States, the Fund's ordinary income dividends will generally be subject to a 30% U.S. withholding tax, unless a lower treaty rate applies or unless such income is effectively connected with a U.S. trade or business. If you are not a citizen or permanent resident of the United States, gains from the sale or other disposition of Shares of the Fund generally are not subject to U.S. taxation, unless you are an individual who either (1) is a "resident alien" for federal income tax purposes or (2) is physically present in the U.S. for 183 days or more per year. Different tax consequences may result if you are a foreign shareholder engaged in a trade or business within the United States or if you are a foreign shareholder entitled to claim the benefits of a tax treaty.

Backup Withholding. The Fund will be required in certain cases to withhold at applicable withholding rates (currently 28%) and remit to the United States Treasury the amount withheld on amounts payable to any shareholder who (1) has provided the Fund either an incorrect tax identification number or no number at all, (2) is subject to backup withholding by the Internal Revenue Service for failure to properly report payments of interest or dividends, (3) has failed to certify to the Fund that such shareholder is not subject to backup withholding, or (4) has not certified that such shareholder is a U.S. person (including a U.S. resident alien). Backup withholding will not be applied to payments that have been subject to the 30% (or lower applicable treaty rate) withholding tax on shareholders who are neither citizens nor residents of the United States.

If you are a foreign entity, you may be subject to a 30% withholding tax on Fund distributions payable after June 30, 2014 (or, in certain cases, after later dates) and redemptions and certain capital gain dividends payable after December 31, 2016 unless you comply with applicable requirements with respect to persons investing in or holding accounts with you.

The foregoing discussion summarizes some of the consequences under current federal tax law of an investment in the Fund. It is not a substitute for personal tax advice. Consult your personal tax advisor about the potential tax consequences of an investment in the Fund under all applicable tax laws.

#### **Additional Information**

## Other Information

For purposes of the 1940 Act, the Fund is treated as a registered investment company. Section 12(d)(1) of the 1940 Act restricts investments by investment companies in the securities of other investment companies, including Shares of the Fund. The SEC has issued an exemptive order to the Trust permitting registered investment companies to invest in exchange-traded funds offered by the Trust beyond the limits of Section 12(d)(1) subject to certain terms and conditions, including that such registered investment companies enter into an agreement with the Trust.

#### Continuous Offering

The method by which Creation Units are purchased and traded may raise certain issues under applicable securities laws. Because new Creation Units are issued and sold by the Fund on an ongoing basis, at any point a "distribution," as such term is used in the Securities Act of 1933, as amended (the "Securities Act"), may occur. Broker-dealers and other persons are cautioned that some activities on their part may, depending on the circumstances, result in their being deemed participants in a distribution in a manner which could render them statutory underwriters and subject them to the Prospectus delivery and liability provisions of the Securities Act.

For example, a broker-dealer firm or its client may be deemed a statutory underwriter if it takes Creation Units after placing an order with the Fund's distributor, breaks them down into individual Shares, and sells such Shares directly to customers, or if it chooses to couple the creation of a supply of new Shares with an active selling effort involving solicitation of secondary market demand for Shares. A determination of whether one is an underwriter for purposes of the Securities Act must take into account all the facts and circumstances pertaining to the activities of the broker-dealer or its client in the particular case, and the examples mentioned above should not be considered a complete description of all the activities that could lead to categorization as an underwriter.

Broker-dealer firms should also note that dealers who are not "underwriters" but are effecting transactions in Shares, whether or not participating in the distribution of Shares, are generally required to deliver a prospectus. This is because the prospectus delivery exemption in Section 4(3) of the Securities Act is not available with respect to such transactions as a result of Section 24(d) of the 1940 Act. As a result, broker dealer-firms should note that dealers who are not

underwriters but are participating in a distribution (as contrasted with ordinary secondary market transactions) and thus dealing with Shares that are part of an over-allotment within the meaning of Section 4(3)(a) of the Securities Act would be unable to take advantage of the prospectus delivery exemption provided by Section 4(3) of the Securities Act. Firms that incur a prospectus delivery obligation with respect to Shares of a Fund are reminded that under Rule 153 of the Securities Act, a prospectus delivery obligation under Section 5(b)(2) of the Securities Act owed to an exchange member in connection with a sale on the NASDAQ is satisfied by the fact that such Fund's Prospectus is available at the NASDAQ upon request. The prospectus delivery mechanism provided in Rule 153 is only available with respect to transactions on an exchange.

## Premium/Discount Information

Information regarding how often the Shares of the Fund traded on the NASDAQ at a price above (*i.e.* at a premium) or below (*i.e.* at a discount) the NAV of the Fund during the past four quarters, as applicable, can be found at <a href="https://www.velocitysharesetfs.com">www.velocitysharesetfs.com</a>.

## **Financial Highlights**

The financial highlights table is intended to help you understand the Fund's financial performance since the Fund commenced operations. Certain information reflects financial results for a single Fund share. The total returns in the table represent the rate that an investor would have earned or lost, on an investment in the Fund (assuming reinvestment of all dividends and distributions). This information has been derived from the financial statements audited by Cohen Fund Audit Services, Ltd., an independent registered public accounting firm, whose report, along with the Fund's financial statements, are included in the Fund's Annual Report, which is available upon request.

## **Financial Highlights**

For the period ended April 30, 2014 ‡
Selected Per Share Data & Ratios
For a Share Outstanding Throughout the Period

	2014 ‡
Net Asset Value, Beginning of Period	\$50.00
Net Investment Income*	\$0.49
Net Realized and Unrealized Gain on Investments	\$5.02
<b>Total from Operations</b>	\$5.51
<b>Distributions from Net Investment Income</b>	\$(0.40)
Distributions from Capital Gains	\$(0.19)
<b>Total from Distributions</b>	\$(0.59)
Net Asset Value, End of Period	\$54.92
Total Return <sup>(1)</sup>	11.07%
Net Assets End of Period (000)	\$10,985
Ratio of Expenses to Average Net Assets	0.65% <sup>(2)</sup>
Ratio of Net Investment Income to Average Net Assets	1.23%(2)
Portfolio Turnover	139%(3)

- ‡ Commenced operations July 29, 2013.
- \* Per share data calculated using average shares method.
- (1) Total return is based on the change in net asset value of a share during the year or period and assumes reinvestment of dividends and distributions at net asset value. Total return is for the period indicated and has not been annualized. The return shown does not reflect the deduction of taxes that a shareholder would pay on Fund distributions or redemption of Fund shares.
- (2) Annualized.
- (3) Portfolio turnover rate is for the period indicated and periods of less than one year have not been annualized. Excludes effect of securities received or delivered from processing creations or redemptions.

## Exchange Traded Concepts Trust 2545 S. Kelly Avenue, Suite C Edmond, Oklahoma 73013

#### ANNUAL/SEMI-ANNUAL REPORTS TO SHAREHOLDERS

Additional information about the Fund's investments is available in the Fund's annual and semiannual reports to shareholders. In the Fund's annual report, you will find a discussion of the market conditions and investment strategies that significantly affected the Fund's performance during its last fiscal year.

## STATEMENT OF ADDITIONAL INFORMATION (SAI)

The SAI provides more detailed information about the Fund. The SAI is incorporated by reference into, and is thus legally a part of, this Prospectus.

## **How to Obtain More Information About the Fund**

To request a free copy of the latest annual or semi-annual report, the SAI or to request additional information about the Fund or to make other inquiries, please contact us as follows:

Call: 1-877-583-5624

Monday through Friday

8:30 a.m. to 6:30 p.m. (Eastern Time)

Write: Exchange Traded Concepts Trust

2545 S. Kelly Ave., Suite C

Edmond, OK 73013

Visit: www.velocitysharesetfs.com

## INFORMATION PROVIDED BY THE SECURITIES AND EXCHANGE COMMISSION

You can review and copy information about the Fund (including the SAI) at the SEC's Public Reference Room in Washington, DC. To find out more about this public service, call the SEC at 1-202-551-8090. Reports and other information about the Fund are also available in the EDGAR Database on the SEC's Internet site at http://www.sec.gov, or you can receive copies of this information, after paying a duplicating fee, by electronic request at the following e-mail address: publicinfo@sec.gov, or by writing the Public Reference Section, Securities and Exchange Commission, 100 F Street, N.E., Washington, DC 20549-1520.

The Trust's Investment Company Act file number: 811-22263

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