



Insight

PowerShares QQQ: Invest in Innovation

Broad Exposure

PowerShares QQQ™ provides access to some of the most innovative, non-financial companies on the NASDAQ Stock Market. This broad exposure creates built-in asset allocation among multiple industries, without incurring the cost of buying shares of each company individually.

Tax Efficiency¹

PowerShares QQQ™ may serve as a tax-efficient investment tool for investors who wish to defer capital gains until the point of sale. The in-kind creation and redemption process of QQQ allows it to manage its taxable positions in a way that mitigates the risk of capital gains distributions to investors.

Transparency²

PowerShares QQQ™ publishes its holdings every day. All fund expenses are fully disclosed and freely available to investors – QQQ has no hidden fees. PowerShares QQQ provides 100% transparent pricing, with Intraday Indicative Values (IIV) calculated and publicly disseminated every 15 seconds throughout the trading day.

Flexibility

PowerShares QQQ™ offers investment flexibility, allowing investors to buy and sell shares throughout the day on an exchange. Investors can use PowerShares QQQ™ to implement advanced trading techniques such as purchasing on margin, short selling and placing limit and stop order.

Trade at or Near NAV

PowerShares QQQ™ generally trades at or near the value of the holdings that compose each fund – meaning that market speculation generally won't drive the price of PowerShares QQQ™ Shares of PowerShares QQQ™ may trade at a discount or premium to the net asset value of those underlying securities.

Low Ownership Cost³

PowerShares QQQ™ provides lower ownership costs because of its efficient structure. PowerShares ETFs have established expense caps to make the cost of ownership clear and straightforward for investors.

Top 30 Holdings

Name	Weight	Name	Weight
Apple Inc	13.43	Mondelez International Inc	1.31
Microsoft Corp	8.05	Express Scripts Holding Co	1.29
Intel Corp	3.67	Baidu Inc ADR	1.29
Google Inc 'C'	3.62	Costco Wholesale Corp	1.28
Facebook Inc 'A'	3.57	Starbucks Corp	1.28
Gilead Sciences Inc	3.30	Texas Instruments Inc	1.20
Google Inc	3.06	Priceline Group Inc/The	1.13
Cisco Systems Inc 'A'	3.02	Twenty-First Century Fox Inc	0.98
Amazon.com Inc	2.82	Yahoo! Inc	0.95
QUALCOMM Inc	2.54	DIRECTV	0.91
Comcast Corp	2.53	Regeneron Pharmaceuticals Inc	0.88
Amgen Inc	2.52	Automatic Data Processing Inc	0.86
Celgene Corp	2.07	Kraft Foods Group Inc	0.82
Biogen Idec Inc	1.81	American Airlines Group Inc	0.80
eBay Inc	1.40	Alexion Pharmaceuticals Inc	0.76

Source: Invesco PowerShares, as of Dec. 31, 2014. Holdings are subject to change. Asset allocation cannot assure a profit nor protect against a loss.

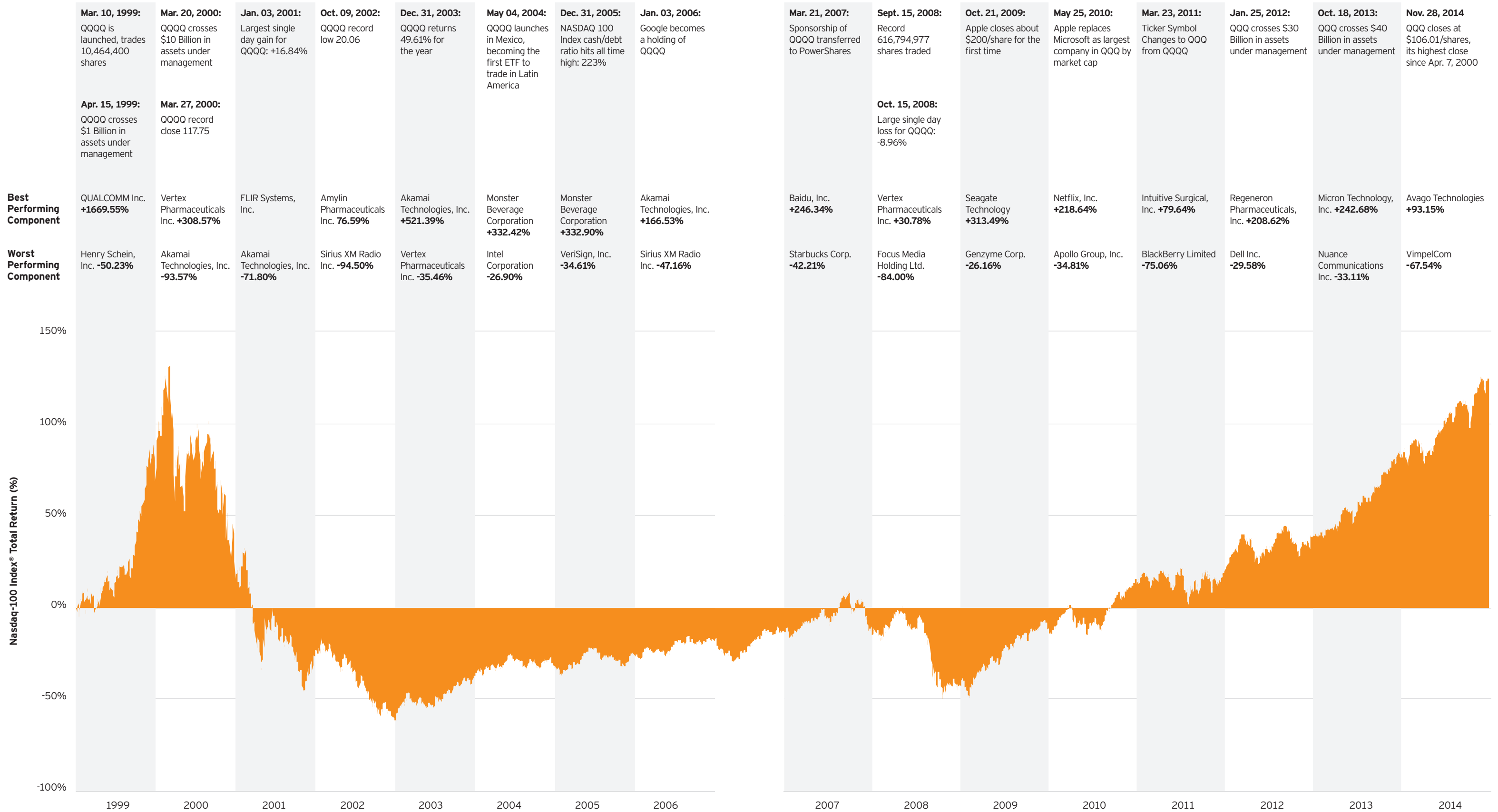
100 of the Most Revolutionary Companies in One ETF

1 Source: Invesco PowerShares does not offer tax advice. Please consult your own tax advisor for information regarding your own tax situation.

2 Source: ETFs disclose their full portfolio holdings daily.

3 Source: Since ordinary brokerage commissions apply for each buy and sell transaction, frequent trading activity may increase the cost of ETFs.

History of QQQ



Source: Bloomberg L.P., as of Dec. 31, 2014. Performance data quoted represents past performance. **Past performance is not a guarantee of future results;** current performance may be higher or lower than performance quoted. Index returns do not reflect any fees, expenses or sales charges. Nor do they represent Fund performance. An investor cannot invest directly in an index.

Definitions

The NASDAQ-100 Index includes 100 of the largest domestic and international non-financial companies listed on the Nasdaq Stock Market based on market capitalization.

Risk Disclosures:

There are risks involved with investing in ETFs, including possible loss of money. The Fund is not actively managed and is subject to risks similar to those of stocks, including those related to short selling and margin maintenance. Ordinary brokerage commissions apply.

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Note: Not all products, materials or services available at all firms.

Shares are not individually redeemable and owners of the shares may acquire those shares from the Fund and tender those shares for redemption to the Fund in Creation Unit aggregations only, typically consisting of 50,000 shares.

An investor should consider investment objectives, risks, charges and expenses carefully before investing. To obtain a prospectus, which contains this and other information about the QQQ, a unit investment trust, please contact your broker, call 800 983 0903 or visit invescopowershares.com. Please read the prospectus carefully before investing.