



# Be Bold Beyond Beta

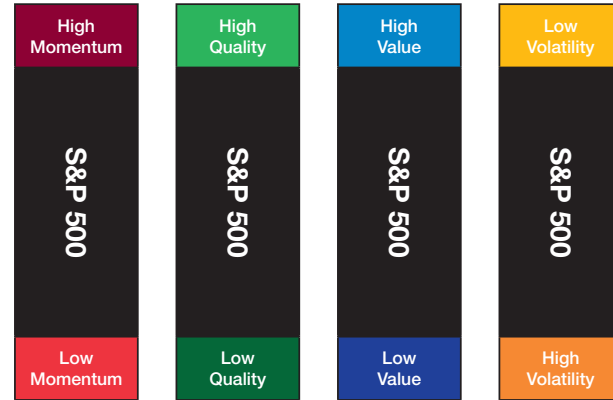
## What is a Factor?

Attributes that help explain the behavior, performance and long-term risks and returns of an asset. These factors can be divided into traditional and non-traditional sides.

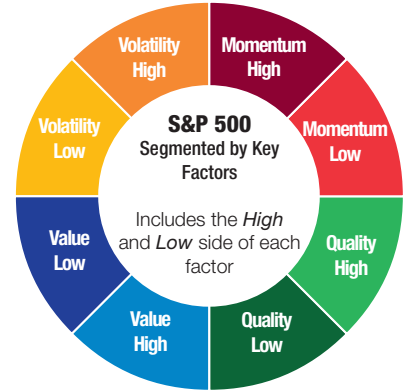
## What is unique about the Pacer Multi-Factor Rotation Strategy?

- We evaluate the low and high sides of value, quality, volatility and momentum factors.
- Our rules-based strategies allow investors to rotate across factors as they move in and out of favor.
- Through rotating, our strategies take advantage of the tax efficiency ETFs provide.

## Traditional Factors



## Non-Traditional Factors



## S&P 500 vs. Factor Indices as of 12/31/23

Historically, factors have outperformed the S&P 500 Index long-term, but move in and out of favor in the short-term. Between 2011 and 2023, factor based large cap indices outperformed the S&P 500 Index every year of the past 13 years.

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Above S&P 500 Calendar Year Returns			High Vol									Low Vol	
			High Value									High Value	
		Low Quality	High Quality	Low Vol	Low Value							High Momentum	
		High Value	Low Momentum	High Vol	Low Quality	Low Momentum	Low Quality	Low Value		Low Value	High Vol	High Vol	Low Value
	Low Vol	High Vol	Low Value	High Quality	High Momentum	High Vol	High Momentum	Low Vol		High Momentum	High Value	High Quality	Low Momentum
	High Quality	High Momentum	Low Quality	Low Value	Low Vol	High Value	Low Value	High Momentum	High Quality	High Vol	Low Momentum	Low Quality	Low Quality
	S&P 500 2.11%	S&P 500 16.00%	S&P 500 32.39%	S&P 500 13.69%	S&P 500 1.38%	S&P 500 11.96%	S&P 500 21.83%	S&P 500 -4.38%	S&P 500 31.49%	S&P 500 18.40%	S&P 500 28.71%	S&P 500 -18.11%	S&P 500 26.29%
Below S&P 500 Calendar Year Returns	Low Value	High Quality	High Momentum	Low Momentum	High Quality	Low Vol	High Quality	Low Quality	Low Momentum	High Quality	High Quality	Low Momentum	High Quality
	High Momentum	Low Value	Low Vol	Low Quality	High Value	High Quality	High Value	High Quality	Low Value	Low Quality	Low Quality	Low Value	High Vol
	Low Momentum	Low Vol		High Value	Low Momentum	High Momentum	Low Vol	High Value	High Value	Low Momentum	Low Value		High Momentum
	High Value	Low Momentum		High Momentum	High Vol	Low Value	Low Momentum	High Vol	Low Vol	Low Vol	Low Vol		High Value
	Low Quality				Low Quality	High Vol	Low Momentum	High Vol	High Value	High Momentum			Low Vol
	High Vol								Low Quality				High Momentum

Past performance is not indicative of future results. You can not invest in an index.

## Pacer Lunt Large Cap Multi-Factor Alternator ETF (PALC) and Pacer Lunt Mid Cap Multi-Factor Alternator ETF (PAMC) (%)

As of 3/31/24	Fund Inception		Since Inception	YTD	1 Year	3 Year	5 Year
PALC	6/24/20	NAV	19.96	13.86	35.46	10.07	N/A
		Market Price	20.03	13.94	35.68	10.05	N/A
S&P 500 Index			17.35	10.56	29.88	11.49	15.05
PAMC	6/24/20	NAV	19.74	23.20	38.31	10.22	N/A
		Market Price	19.77	23.27	38.37	10.16	N/A
S&P MidCap 400 Index			17.97	9.95	23.33	6.96	11.71
Annual total expenses: 0.60%							

Source: US Bank

**PERFORMANCE QUOTED REPRESENTS PAST PERFORMANCE AND DOES NOT GUARANTEE FUTURE RESULTS. YOU CANNOT INVEST DIRECTLY IN AN INDEX.**

Investment return and principal value will fluctuate, so shares may be worth more or less when redeemed or sold. Current performance may be lower or higher than the performance quoted. Visit <http://www.paceretfs.com> for the most recent month-end performance. Returns less than 1 year are cumulative. Returns greater than 1 year are annualized.

### Key Points To Remember:

- Lunt Capital applies proprietary, factor rotation rules to each pair of S&P factors to determine which side (i.e. high or low) is exhibiting stronger risk-adjusted relative strength in each factor.
- We believe that considering multiple factors together can help an investor adapt to different market conditions over time.
- The Pacer Lunt Multi-Factor ETFs aim to address the challenge of factor selection and ever-changing market environments.

To learn more about how to incorporate PALC or PAMC into your portfolio, contact your financial advisor or visit [www.paceretfs.com](http://www.paceretfs.com).

Before investing you should carefully consider the Fund's investment objectives, risks, charges, and expenses. This and other information is in the prospectus. A copy may be obtained by visiting [www.paceretfs.com](http://www.paceretfs.com) or calling 1-877-337-0500. Please read the prospectus carefully before investing.

An investment in the Funds is subject to investment risk, including the possible loss of principal. Pacer ETF shares may be bought and sold on an exchange through a brokerage account. Brokerage commissions and ETF expenses will reduce investment returns. There can be no assurance that an active trading market for ETF shares will be developed or maintained. The risks associated with this fund are detailed in the prospectus and could include factors such as alternator strategy risk, calculation methodology risk, equity market risk, ETF risks, high portfolio turnover risk, large and mid-capitalization investing risk, non-diversification risk, passive investment risk, sector risk, tracking risk and/or special risks of exchange traded funds.

**Momentum:** the tendency of high performing stocks to continue performing well in the near future.

**Quality:** the characteristics that contribute to a company's durable business model and sustainable competitive advantage.

**Value:** a measurement of a stock's market value relative to its intrinsic value.

**Volatility:** the measurement of variance of returns for a security or index.

**S&P 500 Index** is a popular gauge of large-cap U.S. equities and includes 500 leading companies, capturing approximately 80% coverage of available market capitalization.

The Lunt Capital U.S. Large Cap Multi-Factor Rotation Index and Lunt Capital U.S. Mid Cap Multi-Factor Rotation Index (the "Indices") are service marks of Lunt Capital Management, Inc. and have been licensed for use by Pacer Advisors, Inc. The Product(s) is not sponsored, endorsed, sold, or promoted by Lunt Capital Management, Inc. and Lunt Capital Management, Inc. makes no representation regarding the advisability of investing in the Product(s). The Indices are the property of Lunt Capital Management, Inc., which has contracted with S&P Opco, LLC (a subsidiary of S&P Dow Jones Indices LLC) to calculate and maintain the Indices. The Indices are not sponsored by S&P Dow Jones Indices or its affiliates or its third party licensors (collectively, "S&P Dow Jones Indices"). S&P Dow Jones Indices will not be liable for any errors or omissions in calculating the Indices. "Calculated by S&P Dow Jones Indices" and the related stylized mark(s) are service marks of S&P Dow Jones Indices and have been licensed for use by Lunt Capital Management, Inc. S&P® is a registered trademark of Standard & Poor's Financial Services LLC ("SPFS"), and Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones").

© 2024, Pacer Financial, Inc., All rights reserved.

Distributor: Pacer Financial, Inc., member FINRA, SIPC, an affiliate of Pacer Advisors, Inc.

NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED

PCR20210120\_LUNTOP

3/31/24



# PACER ETFs

877-337-0500 ■ [www.paceretfs.com](http://www.paceretfs.com)