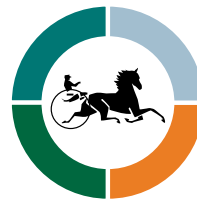


In Focus

The Data and Digital Revolution



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What Is The Opportunity In Data?

Consumer and business expectations and demands are driving a digital revolution. We look for faster technology and smarter devices.

People use data on their smart phones for browsing their email or social media feeds, researching topics on the web, and streaming their favorite shows. They also expect to be able to order and pay for items in one click. In business, data drives decisions and enables growth.

Source: <https://www.prnewswire.com/news-releases/the-data-mining-tools-market-is-expected-to-grow-at-a-cagr-of-11-9-300657620.html>

The Data and Digital Revolution

Data enables many different things in every day life. Buzz words like 5G, the Internet of Things, and the cloud have been discussed year after year, but technology for self driving cars and robotics is now taking shape.



- **The Cloud** – a place where data is stored and accessed by internet users
- **E-Commerce** – the online presence of buying, delivering and selling goods
- **5G** – fifth generation wireless will allow for larger amounts of data to be transported in shorter amounts of time
- **Streaming** – the act of downloading or receiving data, specifically audio and video material, over an internet network continuously while the video plays
- **Internet of Things** the interconnection between everyday objects and your computing devices. Your doorbell ringing can now be announced through an app on your phone.
- **Autonomous Vehicles** – a self-driving car may not even need a human inside to operate
- **Artificial Intelligence** – robots, computer systems, or other inanimate objects soon will have the ability to perform human tasks

Businesses use data to identify market trends, and forecast potential risk and business challenges, among other things.

Data Mining

- Pre-processing
- Classification
- Database
- Statistics
- Analytics
- Evaluation

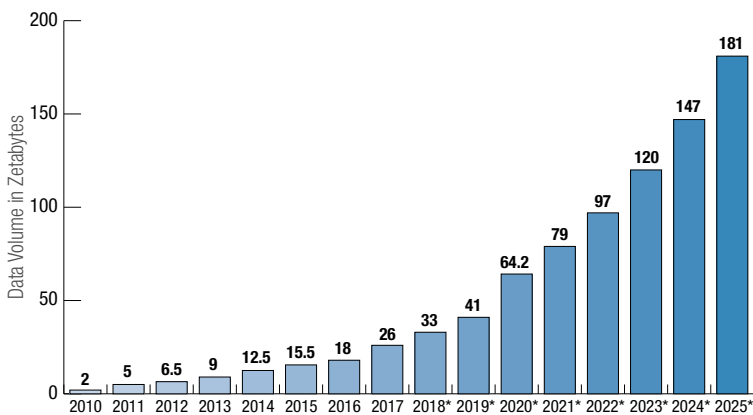
The data mining tools market is expected to grow from USD \$591.2 Million in 2018 to USD \$1,039.1 Million by 2023, at a Compound Annual Growth Rate of 11.9% during the forecast period.

How Data Is Evolving

▶ The Future Internet

Volume of data/information created, captured, copied, and consumed worldwide

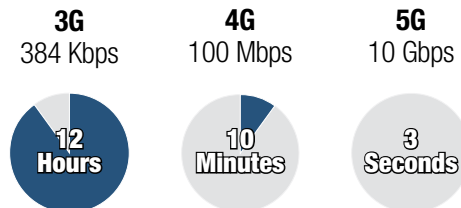
from 2010 to 2025 (in zettabytes)



Source: IDC; Statista estimates. June 2021.

The Internet by 2025

5G speeds are anticipated to be 13 times higher than the average mobile connection by 2023. The average 5G connection speed could reach 575 Mbps by 2023.



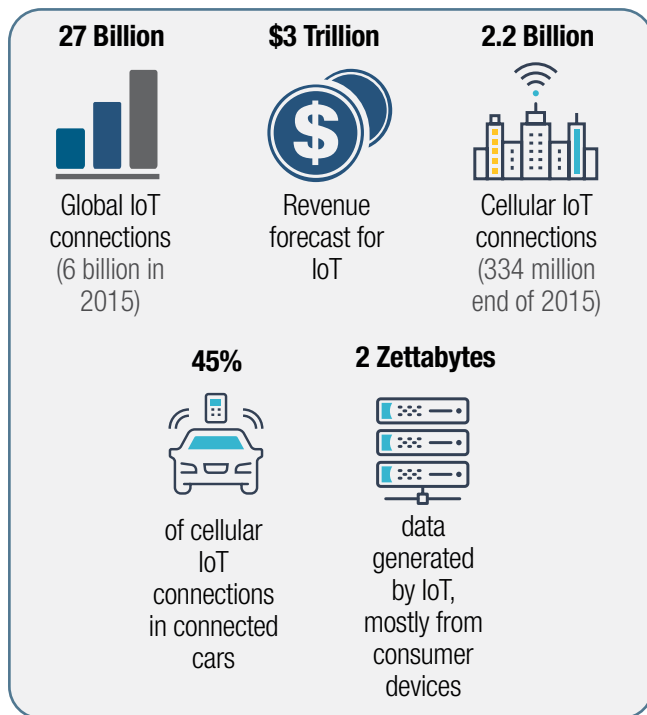
In this time you can...
 Fly to Barbados (12hr)
 Make a cup of tea (10 min)
 Blink (3 seconds)

Source: <https://gospedcheck.com/article/5g-speed-vs-4g-speed-182>

According to research, growth of Internet of Things (IoT) connections is expected to be substantial – from 6 billion connections last year to 27 billion in 2025. In that time, the number of cellular IoT connections could reach 2.2 billion, and 45% of these may be in connected cars.

The forecast revenue potential of IoT in 2025 is 3 trillion US\$. IoT will not only generate more revenue, but also more data traffic. In 2025 it will generate over 2 zettabytes of data, mostly from consumer electronic devices.

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Source: Machina Research

Data has a significant impact on our knowledge of the world. This is important because increases in human knowledge have always played a large role in increasing economic activity and everyday living standards. Technological improvements have made data easier to collect, transmit, store, and analyze but there is still an unlimited potential for the growth of data and where it can lead.

Data is the pillar to technological advances – from smart cities to advances in the medical field, data is leading the way in these progressions and many more.

Get Exposure to Companies Leading the Data and Digital Revolution

Capturing global thematic growth trends is an important part of a diversified portfolio. The Pacer Data and Digital Revolution ETF (TRFK) gives investors exposure to companies at the forefront of transmitting, capturing and delivering data.



Speak with your financial advisor today to learn how to best incorporate the Pacer Data and Digital Revolution ETF (TRFK) into your portfolio.

For more information, visit 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 or calling 1-877-337-0500. Please read the prospectus carefully before investing.

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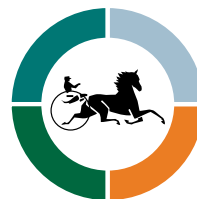
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