

Pacer ETFs Breaks Into Institutional Market Using Citi Indices

PAOLI, PA (July 31, 2017) – [Pacer ETFs](#), a seven-time award winning¹ passive rules-based ETF issuer, is pleased to announce their agreement with Citi to license Citi’s proprietary indices for use in Pacer’s exchange traded funds. This agreement allows Pacer to combine its industry expertise in exchange traded funds with Citi’s index expertise to offer new solutions in exchange traded funds for the institutional market.

Under the agreement, Citi will license their proprietary indices to Pacer ETFs, who acting as the fund sponsor, will create exchange traded funds to provide institutions with strategy-driven solutions for risk management and long-term growth.

Pacer ETFs has amassed over \$1 billion in assets under management in two years through their two suites of ETFs:

- **Trendpilot® Series** employs a trend following strategy that seeks to participate in the market when it is trending up, maintain some exposure during short-term market declines, and exit the market when it is trending down. Pacer currently has four Trendpilot ETFs.
- **Cash Cows IndexSM Series** employs a passive rules-based security selection process to identify top companies in an index universe based on their free cash flow yield. Pacer currently has four funds in the Cash Cows Index Series.

“Pacer ETFs is excited about the opportunity to license indices from Citi. Utilizing Citi’s indices will provide new opportunities in the institutional space for Pacer.” says Sean O’Hara, President of Pacer ETFs.

“At Pacer ETFs, our goal is to offer investors strategies that add value to their portfolios,” says Joe Thomson, Founder and President of Pacer Financial. “Our new agreement with Citi will allow us to provide our ETFs to the institutional market. We continue to look for new avenues for growth and innovation to help financial advisors and their clients and now institutions to meet their investment needs.”



About Pacer:

Pacer ETFs is a [7-time award-winning¹](#) exchange traded fund provider focused on addressing investors' needs through its two ETF families, the Trendpilot[®] Series and Cash Cows IndexSM Series. The Trendpilots aim to help investors navigate turbulent markets using three indicators, while the Cash Cows aim to select top companies in an index based on free cash flow yield to achieve long-term growth over time. Pacer ETFs employ a rules-based, passive management approach to track NASDAQ, Wilshire, S&P and FTSE Russell Indexes. For more information on Pacer ETFs, please visit PacerETFs.com.

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Disclosure:

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.

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 these funds are detailed in the prospectus and could include factors such as concentration risk, equity market risk, fixed income risk, government obligations risk, high portfolio turnover risk, large and mid-capitalization investing risk, smaller companies risk, new fund risk, other investment companies risk, passive investment risk, tracking risk, trend lag risk, currency exchange rate risk, European investments risk, foreign securities risk, geographic concentration risk, non-diversification risk, sector risk, style risk, and/or special risks of exchange traded funds.

¹2015 ETF.com awards: People's Choice for Best New ETF - PTLC, Most Innovative New ETF - PAEU. ETF.com Award winners are selected in a three-part process designed to leverage the insights and opinions of leaders throughout the ETF industry. Alternative Investment Awards by Wealth & Finance: Most Innovative Financial Products for 2016. Judged solely on merit through a comprehensive selection process, the 2016 Alternative Investment Awards recipients are a true representation of market leaders at the cutting edge of the financial industry. I-Invest awards: Best new ETF Issuer for 2016, Most Innovative Large Cap ETF - PTLC, Best Eurozone ETF



(since inception) - PAEU, Best New Strategy Driven ETF – GCOW (formerly PGHD). The i-invest 2016 ETF Awards are based exclusively on merit. The selections were made by i-invest's dedicated in-house research team.

Free Cash Flow Yield: FCF/EV. Measures a company's total free cash flow relative to its enterprise value.

Investment products offered are: Not FDIC Insured • No Bank Guarantee • May Lose Value
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