



Pacer ETFs Crosses \$1 Billion Threshold

- In two years, Pacer ETFs has reached a major milestone, a testament to their strategy driven ETFs-

Paoli, Pa. – (June 12, 2017) [Pacer ETFs](#), an award-winning ETF provider that offers passive rules-based strategies, is excited to announce its growth of more than \$1 billion in assets under management just as they celebrate their second birthday.

“It’s an exciting time to be at Pacer. We’ve achieved a major milestone, crossing the \$1 billion threshold just as we’re turning two years old, and we’ve only just scraped the surface of our potential. We attribute our growth rate, in part, to our unique series of ETFs, the Trendpilot® Series and the Cash Cows IndexSM Series. Our goal is to offer timely solutions to help investors maintain wealth and achieve higher returns over time,” says Sean O’Hara, President of Pacer ETF Distributors. “However, reaching this milestone wouldn’t have been possible without the hard work and dedication of our team and our partners; BATS, Wilshire, NASDAQ, FTSE Russell, and US Bank.”

Since its inception, Pacer ETFs won seven industry awards and have been recognized as one of the fastest growing ETF issuers. To support their impressive growth, Pacer has been focusing on growing their sales force, recently welcoming Phil Eichinger to the management team as a Senior Vice President.

Pacer ETFs currently has two series of ETFs:

[The Trendpilot® Series](#) use a trend following strategy designed 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 that trade on the Bats Global Market Exchange:

- [Pacer Trendpilot® 750 ETF](#) (PTLC): Exposure alternates between U.S. large-cap, T-bills and a 50/50 blend based on trend following. Current Exposure: 100% Equity
- [Pacer Trendpilot® 450 ETF](#) (PTMC): Exposure alternates between U.S. mid-cap, T-bills and a 50/50 blend based on trend following. Current Exposure: 100% Equity
- [Pacer Trendpilot® 100 ETF](#) (PTNQ): Exposure alternates between NASDAQ-100®, T-bills and a 50/50 blend based on trend following. Current Exposure: 100% Equity
- [Pacer Trendpilot® European Index ETF](#) (PTEU): Exposure alternates between FTSE Eurozone Index, T-bills and a 50/50 blend based on trend following. Current Exposure: 100% Equity

[The 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. These funds focus on “cash cow” companies with high free cash flow yield, an indicator of financial stability and a company’s ability to increase dividends, buy back shares, expand operations or purchase other companies.

Pacer currently has two funds in the Cash Cows IndexSM Series that trade on the Bats Global Market Exchange:

- [Pacer Global Cash Cows Dividend ETF \(GCOW\)](#): Uses a free cash flow yield screen and a dividend yield screen to invest in 100 companies in the FTSE Developed Large-Cap Index.
- [Pacer US Cash Cows 100 ETF \(COWZ\)](#): Is a strategy driven exchange traded fund that aims to provide capital appreciation over time by screening the Russell 1000 for the top 100 companies based on free cash flow yield.

“The climb to \$1 billion in assets has been an exciting ride and it’s only the beginning. We have set the bar high for ourselves and will continue to set it higher,” says Joe Thomson, President of Pacer Financial, distributor of Pacer ETFs. “ETFs have grown rapidly in popularity and assets. Being able to differentiate ourselves through our client focused strategies and distribution plan has helped us reach this level of success in just two years. We will continue to look for ways to grow and expand, focusing on creating strategy driven ETFs to address investor needs.”

About Pacer ETFs:

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, 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, 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 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.

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