



Pacer ETFs Surpasses \$30 Billion in Assets Under Management

The firm maintains strong growth trajectory with new asset milestone, continued Cash Cows Series success, leading to a 54% increase in assets year-to-date.

MALVERN, Pa. — November 15, 2023 — [Pacer ETFs](#) (“Pacer”), a growing industry leader in the ETF business focused on rules-based investment strategies, proudly announces today that the firm has amassed \$30 billion in assets under management (AUM) since its inception in 2015 as of November 14, 2023. This accomplishment comes just 4 months after the firm announced its surpassing of [\\$25B in AUM](#) in July. This rapid asset accumulation of \$5 billion inflows since July, showcases a remarkable growth rate, especially during what has been a mostly sideways market in the second half of the year.

“Reaching the \$30 billion mark in assets under management stands as a testament to our team’s commitment to client service and innovative investment solutions,” says Pacer ETF Distributors President Sean O’Hara. “In a year impacted by notable market and economic challenges, our suite of strategy-driven, rules-based ETFs have continued to provide investors unique solutions to navigate these uncertain markets. This is incredible momentum heading into 2024 and we look forward to sustaining this growth with new products and continued high-quality service for those we work with.”

Pacer’s ongoing success is driven by its commitment to providing high-quality fund solutions tailored to support advisors and help achieve their clients’ investment goals. The firm’s largest, leading ETF fund family, the [Pacer Cash Cows Index® ETF Series](#), which seeks to deliver capital appreciation by investing in companies with high free cash flow yield, continues to serve as a primary driver for the firm’s growth and success. Notably, the Pacer US Cash Cows 100 ETF (COWZ) alone has grown to over \$16B. This series’ growth, which is approximately \$23.65 billion across the family of funds, can be attributed to heightened investor demand for value-driven strategies with a focus on high free cash flow as a core investment parameter.

“We’re incredibly proud of the Pacer team for the success we’ve achieved this year and our team’s ability to maintain such strong growth despite the market environment,” says Joe Thomson, Founder and President of Pacer Financial. “Our commitment to quality and client-centric values drives us forward along with the relationships we’ve formed with our clients, partners, and investors. We are very appreciative to all the financial advisors who utilize our ETFs and look forward to what 2024 will bring to the Pacer family.”

Pacer's dedication to strategy-focused, rules-based ETFs establishes the firm as an agile industry player and is reinforced by the notable fund inflows witnessed across all of Pacer's fund families over the past year:

Fund	AUM (12/30/22)	AUM (11/14/23)	Percentage Growth
Pacer US Cash Cows 100 ETF (COWZ)	\$10,284,919,556	\$16,249,472,100	57.99%
Pacer Global Cash Cows Dividend ETF (GCOW)	\$953,846,101	\$1,693,122,760	77.50%
Pacer Developed Markets International Cash Cows 100 ETF (ICOW)	\$233,391,838	\$940,615,845	303.02%
Pacer US Small Cap Cash Cows 100 ETF (CALF)	\$1,377,681,878	\$4,541,157,390	229.62%
Pacer Emerging Markets Cash Cows 100 ETF (ECOW)	\$29,345,919	\$70,075,040	138.79%

To learn more about Pacer's ETF strategies, visit paceretfs.com.

About Pacer ETFs

Pacer ETFs is a strategy-driven exchange-traded fund provider with 47 ETFs and over \$30 billion in assets under management (as of 11/14/2023). Pacer ETFs is focused on addressing investors' needs through its six fund families, the Pacer Trendpilot® Series, Pacer Cash Cows Index® Series, Pacer Custom ETF Series, Pacer Leaders ETF Series, Pacer Factor ETF Series and Pacer Swan SOS ETF Series. Pacer ETFs employs a rules-based, passive management approach to track S&P, NASDAQ, FTSE Russell, and Custom Indexes. For more information, please visit PacerETFs.com.

Disclosures

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 1-877-577-2000. 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 calculation methodology risk, concentration risk, currency exchange rate risk, equity market risk, ETF risks, foreign securities risk, geographic concentration risk, high portfolio turnover risk, large- and mid-capitalization investing risk, smaller companies risk, limited operating history risk, other investment companies risk, passive investment risk, tracking risk, sector risk, non-diversification risk, style risk, and/or special risks of exchange traded funds.

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