



## **Pacer ETFs Launches US Small Cap Growth ETF as Newest Addition to the Cash Cows ETF™ Series**

*The firm expands its successful Cash Cows ETF™ Series with a new fund focused on US small-cap stocks with high free cash flow*

**MALVERN, Pa. — May 02, 2023 —** [Pacer ETFs](#) (“Pacer”), an ETF provider that offers strategy-driven, rules-based ETFs, announces the expansion of its Series with the firm’s new fund launch: [the Pacer US Small Cap Cash Cows Growth Leaders ETF](#) (NASDAQ: CAFG). Following the rapid success of the Cash Cows ETF™ Series, the firm adds CAFG as a new growth-oriented approach for small-cap exposure to supplement the free cash flow focused strategies across the Cash Cows fund family, including the firm’s large-cap stock focused fund, the Pacer US Large Cap Cash Cows Growth Leaders ETF (NASDAQ: COWG).

CAFG focuses on investing in the 100 companies in the S&P SmallCap 600® Index that have the highest free cash flow margins. Free cash flow margin is a company’s free cash flow divided by a company’s sales.

Pacer’s free cash flow focused approach to weighting fund holdings has proven successful, as evidenced by the rapid growth and returns generated by the Pacer Cash Cows ETF™ Series, the firm’s largest and fastest-growing fund family by assets.

“At Pacer, we are committed to helping investors succeed in today’s complex financial market climate,” says Sean O’Hara, president of Pacer ETF Distributors. “The launch of CAFG is another step forward for our firm in delivering high-quality and timely investment solutions that aim to address the changing needs of investors and financial advisors. We believe that Pacer’s Cash Cows Growth ETF™ Series offers a unique alternative for investors and financial advisors looking to add growth ETFs to their portfolios.”

“Our firm’s foremost priority is providing our clients with exceptional service and investment solutions,” says Joe Thomson, president of Pacer Financial. “Our impressive sales and asset accumulation across the Cash Cows ETF™ Series is proof of the viability of this series’ cash flow focused approach. We anticipate CAFG to be an essential addition to our fund offerings, bringing a new small-cap growth solution.”

The addition of CAFG brings the Cash Cows ETF™ Series to nine funds and over \$17 billion in assets under management. The series has seen marked growth over the last several months, crossing a milestone of \$10 billion in assets under management in October 2022 and enjoying a

508% growth rate that year. CAFG brings Pacer's total funds to 47 and total assets under management to over \$23.8 billion as of 05/01/23.

For more information on CAFG and Pacer's other fund offerings, please visit [www.paceretfs.com](http://www.paceretfs.com).

## About Pacer ETFs

Pacer ETFs is a strategy-driven exchange-traded fund provider with 47 ETFs and over \$23.8 billion in assets under management, as of 05/01/23. Pacer ETFs is focused on addressing investors' needs through its six fund families, the Pacer Trendpilot® ETF Series, Pacer Cash Cows ETF™ 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](http://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](http://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, equity market risk, ETF risks, growth stock risk, new fund risk, non-diversification risk, passive investment risk, sector risk, small-capitalization companies risk, tracking risk, and/or special risks of exchange traded funds.

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