



## **Pacer ETFs Launches New Growth Focused Fund, Expanding its Cash Cows ETF Series**

*The firm adds a new approach to free cash flow investing for growth investors as the success of the Cash Cows Index® ETF Series continues*

**MALVERN, Pa. — December 22, 2022** — [Pacer ETFs](#) (“Pacer”), an ETF provider that offers strategy-driven, rules-based ETFs, announces the launch of their newest fund and the latest addition to the [Pacer Cash Cows Index® ETF Series](#): the [Pacer US Large Cap Cash Cows Growth Leaders ETF](#), now available on the Nasdaq. COWG, which joins the firm’s largest family of ETFs by assets, will provide investors with a growth-oriented investment strategy that will complement the firm’s existing Cash Cows ETFs.

“In 2022, investors that favored free cash flow yield, like in the Cash Cows series, may have fared well despite rising inflation and persistently volatile market conditions,” says Sean O’Hara, President of Pacer ETFs Distributors. “As we continue navigating these uncertain economic times, strong fundamental qualities such as high free cash flow will remain a valuable measure for investment potential. We created COWG to deliver a new opportunity for investors that may provide a more growth-oriented strategy focusing on free cash flow margin.”

COWG will track the Pacer US Large Cap Cash Cows Growth Leaders Index. Companies within the index universe are derived from the Russell 1000. Through a rules-based methodology, the fund aims to offer investors exposure to companies with high, growing free cash flow margin. Free cash flow margin is defined as a company’s free cash flow divided by sales, a potential strong signal for stable growth.

“The addition of COWG to the Cash Cows series serves as a testament to the expanding market demand for this type of investment strategy, which had an exceptional year of performance and asset gathering,” adds Joe Thomson, President of Pacer Financial. “Despite a challenging year in the markets, I am proud of our resiliency in delivering quality solutions for our trusted advisors and investors.”

The Pacer Cash Cows Index® ETF Series recently achieved an impressive new milestone in October, having surpassed more than \$10 billion in assets under management since its inception in 2016. The series saw rapid growth over 2022, despite continued market volatility seen globally, with over \$9 billion of those assets accumulated since May 2021.

The launch of COWG brings the total number of funds within the Pacer Cash Cows Index® ETF Series to eight funds and Pacer's total number of fund offerings to 45 with \$19.3 billion in assets under management as of 12/20/2022.

For more information on COWG and Pacer's other fund offerings, please visit [PacerETFs.com](https://PacerETFs.com).

## **About Pacer ETFs**

Pacer ETFs is a strategy-driven exchange-traded fund provider with 45 ETFs and over \$19.3 billion in assets under management, as of 12/20/2022. 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](https://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](https://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, large-capitalization investing risk, new fund risk, non-diversification risk, passive investment risk, tracking risk, sector risk, and/or special risks of exchange traded funds.

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## **Media Contact**

Trevor Davis  
Gregory FCA for Pacer ETFs  
215-475-5931  
[trevor@gregoryfca.com](mailto:trevor@gregoryfca.com)

## **Company Contact**

Ashlee Thomson for Pacer ETFs

610-981-6214

[ashlee.thomson@pacerfinancial.com](mailto:ashlee.thomson@pacerfinancial.com)