



## **Pacer's Cash Cows ETF Series Surpasses \$10 Billion in AUM**

*Investor demand for inflation-sensitive ETF strategies propels Cash Cows series to new heights*

**MALVERN, Pa. — October 25, 2022** — [Pacer ETFs](#) ("Pacer"), an ETF provider that offers strategy-driven, rules-based ETFs, announces that its [Pacer Cash Cows Index® ETF Series](#), launched in 2016, has reached the significant milestone of accumulating more than \$10 billion in assets under management.

Pacer's Cash Cows series, which consists of seven ETFs, just [celebrated reaching \\$1 billion in AUM](#) in May 2021. It now stands out as the firm's fastest-growing ETF family, having added \$9.3 billion of assets in a 17-month period. This rapid growth was spurred by increased investor demand for high-free-cash-flow strategies that aim to provide opportunities in a rising-rate and inflationary environment. One such strategy, the [Pacer US Cash Cows 100 ETF \(COWZ\)](#), has alone accrued \$7 billion of those assets since January 2022, remaining Pacer's largest ETF in terms of assets (10/24/22).

"Pacer's Cash Cow Series has proven to be a valuable investment offering for advisors and investors as they face a historically volatile market," says Sean O'Hara, president of Pacer ETFs Distributors. "In this environment, companies with high-free-cash-flow yield continue to look attractive, and our mandate to find opportunities within this space has resonated with investors. Surpassing the \$10 billion milestone exemplifies our dedication to offering investors timely, attractive strategies and we're extremely grateful for their continued trust in our ETF products."

The Cash Cows series aims to generate capital appreciation by investing in companies with high-free-cash-flow yield that are trading at a discount. Each strategy seeks to identify companies whose market capitalization is primarily based on inflation-sensitive metrics and intangible assets that trade at attractive valuations.

Pacer Financial President Joe Thomson adds, "As our firm and ETF families grow assets, it's critical for us to continuously find timely ways to serve investor needs and adapt to market conditions. This nimble approach enables us to tap into an undervalued market segment and create innovative investment opportunities for our advisors and investors."

Pacer's total assets under management have also grown rapidly in tandem. The firm currently manages nearly \$17 billion in assets across its six ETF families, representing a growth rate of 85% since this time last year. In order to maintain this momentum and achieve even greater success, Pacer plans to launch new ETF products, hire high-level talent and expand into new channels.

For more information on the Cash Cows series or any of Pacer's other funds, please visit [PacerETFs.com](https://PacerETFs.com).

## About Pacer ETFs

Pacer ETFs is a strategy-driven exchange-traded fund provider with 45 ETFs and nearly \$17 billion in assets under management, as of 10/24/22. 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 Thematic 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 1-877-337-0500. 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 this fund are detailed in the prospectus and could include factors such as calculation methodology risk, concentration risk, equity market risk, ETF risks, high portfolio turnover risk, large- and mid-capitalization investing risk, passive investment risk, tracking risk, sector risk, smaller companies risk, style risk, and/or special risks of exchange traded funds.

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