



## Pacer ETFs Surpasses \$25B Milestone in Assets Under Management

*The firm continues impressive growth trajectory with a 25% increase in assets year to date*

**MALVERN, Pa. — July 17, 2023** — Industry leading ETF provider [Pacer ETFs](#) announces today that the firm has surpassed \$25B in assets under management as of July 11, 2023. This achievement is particularly noteworthy as the firm celebrated its \$20B AUM milestone in January of this year, delivering a 25% growth rate in less than 7 months. Pacer accomplished this impressive rise to \$25 billion AUM in just 8 years since its inception in 2015.

“We are honored to have achieved this notable growth and reached the \$25 billion mark”, says Pacer ETF Distributors President Sean O’Hara. “This accomplishment is driven by our focus on creating ETFs that are innovative, disruptive, and unique, like the Cash Cow Series. We are honored that investors have recognized the consistent value of our products in this challenging economic environment”.

Pacer’s growth serves as a testament to the firm’s resolution to deliver innovative rules-based investment strategies that can accommodate the volatility of market conditions. This disciplined and strategic approach has differentiated Pacer ETFs from other ETF issuers, delivering on its promise to provide investors with investment solutions to meet their portfolio goals.

Pacer’s most prominent fund family, the [Pacer Cash Cows ETF™ Series](#) , holds a unique focus on companies exhibiting high free cash flow yield, an indicator of financial strength and shareholder value. In May 2023, the firm added a 9th fund to the series, the [Pacer US Small Cap Cash Cows Growth Leaders ETF](#) (NASDAQ: CAFG), bringing the firm’s total product offering to 47 ETFs.

Year to date, Pacer has witnessed substantial fund inflows across all its fund families, notably:

Fund	AUM (12/30/22)	AUM (7/11/23)	Percentage Growth
Pacer US Cash Cows 100 ETF ( <a href="#">COWZ</a> )	\$10,284,919,556	\$13,619,742,440	32.42%

Pacer Global Cash Cows Dividend ETF ( <u>GCOW</u> )	\$953,846,101	\$1,638,306,495	71.76%
Pacer Developed Markets International Cash Cows 100 ETF ( <u>ICOW</u> )	\$233,391,838	\$680,568,525	191.60%
Pacer US Small Cap Cash Cows 100 ETF ( <u>CALF</u> )	\$1,377,681,878	\$2,661,598,095	93.19%
Pacer Emerging Markets Cash Cows 100 ETF ( <u>ECOW</u> )	\$29,345,919	\$56,569,430	92.77%

To learn more about Pacer's ETF strategies, visit [paceretfs.com](http://paceretfs.com).

### About Pacer ETFs

Pacer ETFs is a strategy-driven exchange-traded fund provider with 47 ETFs and over \$25 billion in assets under management (as of 07/11/2023). Pacer ETFs is focused on addressing investors' needs through its six fund families, the [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, 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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