Pacer ETFs Rings in a Decade of Innovation and Success, Reflects on Asset Growth, Product Development and Team Expansion

The firm celebrates a decade of innovation, remarkable growth, and notable recognition across the ETF landscape

MALVERN, Pa. – June 16, 2025 – Pacer ETFs ("Pacer"), the leading U.S. issuer in free cash flow ETFs*, proudly celebrates its 10th anniversary, a significant milestone that reflects a decade of exemplifying industry leadership and product innovation. Since launching in 2015, Pacer has worked to bring to market unique, strategy-driven solutions that focus on solving investors' evolving portfolio needs. Through its dedication to service and investor-focused outcomes, the firm has evolved from a rising disruptor to a major force in the ETF space, continuing to set the pace for what's next in the industry.

Over the past 10 years, Pacer's journey has been marked by consistent growth, climbing from $665 million in assets under management in its first year to $19.57 billion by the end of 2022. That momentum accelerated in 2023, with AUM surging to $35.11 billion, a 79.4% increase year over year. Founded by a small team, Pacer has expanded into a dynamic financial enterprise with over 155 employees and $46 billion in AUM (as of 12/31/2024). From its first product launch to today's lineup of 54 ETFs across diverse strategies, the firm has remained steadfast in its commitment to understanding investors' evolving needs – whether building wealth over time or preparing for retirement. Pacer recognizes the value of working with financial advisors to help investors navigate complex markets with confidence and clarity, identifying inefficiencies and delivering thoughtful, transparent solutions.

"Ten years ago, we set out to build something different, an investment firm driven by purpose, not just performance," said Joe Thomson, Founder and President of Pacer ETFs. "We believed then, as we do now, that investors deserve strategies built on fundamentals. That belief has been the engine behind our growth from day one."

Pacer's growth has been largely driven by the success of its Cash Cows ETF™ Series, which employs a free cash flow yield (free cash flow/enterprise value) screen to identify quality companies trading at attractive valuations. The series now accounts for over $30 billion in AUM across multiple strategies, led by the Pacer US Cash Cows 100 ETF (COWZ) with $21 billion, and the small-cap Pacer US Small Cap Cash Cows ETF (CALF), with $4 billion in AUM (as of 5/30/2025). In 2022, a growth-focused sleeve was added, utilizing a free cash flow margin (free cash flow/sales) screen. Its flagship, Pacer US Large Cap Cash Cows Growth Leaders ETF (COWG), has reached $1.8 billion in AUM (as of 5/30/2025). The recently launched blend fund, the Pacer S&P 500 Quality FCF Aristocrats ETF (LCOW), is already gaining traction, and the series has also expanded abroad with the introduction of Cash Cows UCITS ETFs.

Beyond the Cash Cows, Pacer has built a full suite of strategies to meet a dynamic range of investor goals. Among its most notable offerings, a strategy aimed at helping investors manage downside risk while still participating in market upside, is the Trendpilot® Series, with more than $5 billion in assets under management. Key funds in this series include the Pacer Trendpilot US Large Cap ETF (PTLC), standing at $3.2 billion in AUM (as of 5/30/2025), and the Pacer Trendpilot 100 ETF (PTNQ) with $1.2 billion in AUM.

The success of Pacer's strategies has consistently drawn industry attention, earning the firm national recognition over the years.

- The Pacer Cash Cows Index® ETF Series named ETF Suite of the Year by 2024 With Intelligence's Mutual Fund & ETF Awards, recognizing the most successful suite of ETFs based on flows, performance, and innovation as determined by the application criteria and judging process.
- The Pacer US Small Cap Cash Cows 100 ETF (CALF) named ETF of the Year by 2024 etf.com Awards, recognized as the ETF that has made the most significant impact on improving investor opportunities and outcomes over the past year.

Pacer's growth has been fueled not just by product innovation, but also by the strength of its people and culture, bringing together a talented and skilled workforce dedicated to providing top-tier support and expertise to its expanding community of financial advisors and investors. In 2019, the firm had 71 employees, a figure that has more than doubled by 2025. The firm was named a Top Workplace Winner by The Philadelphia Inquirer for the second year in a row, a testament to its collaborative and supportive work environment.

"We're proud of the strategies we've brought to market, but what matters most is the trust advisors and investors continue to place in us," said Sean O'Hara, President of Pacer ETFs Distributors. "Those long-term relationships have allowed us to grow with intention while staying focused on delivering differentiated, rules-based ETFs that provide real value in today's markets."

As the firm embarks on its second decade, Pacer ETFs remains committed to innovation, expanding its global footprint, and launching ETFs designed to bring investors closer to their financial goals.

For more information on Pacer ETFs, visit PacerETFs.com.

*Source: Bloomberg. Number one in net flows across free cash flow-based ETFs in the U.S. from 12/31/23-12/31/24.

About Pacer ETFs

Pacer ETFs is a strategy-driven exchange-traded fund provider with 54 ETFs and over $40 billion in assets under management (as of 6/09/2025). Pacer ETFs is focused on addressing investors' needs through its multiple fund families including, the Pacer Trendpilot® Series, the Pacer Cash Cows ETF™ Series, the Pacer Metaurus Dividend Multiplier Series, the Pacer Custom ETF Series, the Pacer Leaders ETF Series, the Pacer Factor ETF Series and the Pacer Swan SOS ETF Series.

Disclosures

BEFORE INVESTING YOU SHOULD CAREFULLY CONSIDER THE FUNDS' 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 1-877-337-0500. 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, fixed income risk, government obligations risk, high portfolio turnover risk, index provider risk, large- and mid-capitalization investing risk, limited operating history risk, management risk, new fund risk, non-diversification risk, other investment companies risk, passive investment risk, sector risk, small-capitalization companies risk, tracking error risk, and/or special risks of exchange-traded funds.

NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED
Distributor: Pacer Financial, Inc., member FINRA, SIPC, an affiliate of Pacer Advisors, Inc.

Contacts

Media Contact:
Trevor Davis
Gregory FCA for Pacer ETFs
215-475-5931
trevor@gregoryfca.com

Company Contact:
Ashlee Thomson for Pacer ETFs
610-981-6214
ashlee.thomson@pacerfinancial.com