



Pacer ETFs Looks to Carry Momentum Into 2021 With Focus on New Products, Risk Management

Amid difficult 2020, the 5-year-old issuer added 11 ETFs, established new partnerships and surpassed milestones

MALVERN, Pa. (Jan. 26, 2021) — [Pacer ETFs](#) (“Pacer”), an ETF provider that offers rules-based strategies, announces another year of impressive growth spanning from ETF launches and acquisitions to new strategic partnerships and internal hires, amid a challenging environment for all.

“We continued to expand in 2020 due to the incredible team effort of our employees and commitment from investors and financial advisors,” says Sean O’Hara, president of Pacer ETFs. “Pacer has proven its ability to adapt and deliver ETF products that resonate with advisors depending on their need in the market. Our new partnerships will only enhance this approach and enable us to fine-tune our focus on strategies that help deliver portfolio solutions.”

Pacer’s growth is embodied by fund milestones, product enhancements and the creation of two fund series through new partnerships: [The Pacer Swan SOS ETF Series](#), in partnership with Swan Global Management, LLC; and [The Pacer Factor ETF Series](#), in partnership with Lunt Capital Management, LLC, and Salt Financial, LLC. In 2021, Pacer will continue to partner with firms that can deliver unique solutions catered toward the needs of today’s investor.

On top of new partnerships, Pacer saw asset growth last year across several established funds, including the firm’s popular [Pacer Benchmark Data & Infrastructure Real Estate SCTR ETF \(SRVR\)](#), which surpassed \$1 billion in assets under management. Pacer also improved upon its flagship Trendpilot strategy with the addition of an “Extreme Valuation Trigger,” highlighting its ability to adapt to changing market conditions. Overall, Pacer launched 11 ETFs last year, bringing the firm’s total number of products to 32.

“In 2021, much of our focus will be on delivering and improving upon our risk management strategies, which we feel are a crucial component of portfolios right now,” says O’Hara. “We currently see a lot of risk in the markets and believe we have the capabilities to meet our investors’ needs in this area, in particular.”

In addition to ETF growth, the firm hired 17 new employees in 2020 — 15 of whom are external wholesalers — bringing Pacer to a total of 100 employees. As the firm’s sales group continues to grow, Pacer also promoted four top external wholesalers to create the Divisional

Management Team, overseeing ongoing expansion in the Northeast, Southeast, Midwest and West regions.

“2020 was one of the most difficult and testing years for businesses of all kinds, but we continued to adapt to headwinds and grow in every facet of our business,” says Joe Thomson, founder and president of Pacer Financial. “Our team growth enables us to work with more financial advisors and collaborate with them to meet their business goals, as well as their clients’ financial goals. This year will likely present new opportunities for business growth, as we plan to deliver new investment products and services that suit our clients’ evolving needs.”

About Pacer ETFs

Pacer ETFs is a strategy-driven exchange-traded fund provider with 32 ETFs and over \$5.79 billion in assets under management, as of Dec. 31, 2020. 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.

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.pacerefts.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 these funds are detailed in the prospectus and could include factors such as calculation methodology risk, concentration risk, currency exchange rate risk, data and infrastructure real estate sector risk, emerging markets risk, equity market risk, European investments risk, fixed income risk, foreign sales risk, foreign securities risk, geographic concentration risk, government obligations risk, high portfolio turnover risk, index criteria risk, industrial real estate sector risk, international operations risk, large and mid-capitalization investing risk, monthly exposure risk, new fund risk, non-diversification risk, other investment companies risk, passive investment risk, REIT investment risk, retail real estate sector risk, sector risk, sector rotation risk, smaller-capitalization companies risk, style risk, tax risk, tracking risk, trend lag risk, cash redemption risk, management risk, and/or special risks of exchange traded funds.

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