



Pacer ETFs Celebrates a Banner Year of Firm Growth and Success in 2023

The firm's year end accomplishments include significant AUM milestones, launching new and innovative products, and receiving prestigious accolades

MALVERN, PA — January 4, 2024 — [Pacer ETFs](#) celebrates another record breaking year of growth in 2023, notably reaching over \$35 billion in assets under management (AUM) as of December 29, 2023, just months after surpassing [\\$30B in AUM](#) in November and [\\$25B in AUM](#) in July 2023. Pacer began the year with \$19.6B in AUM, marking their growth as an impressive 78.6% increase in assets.

"We take immense pride in the commitment and innovation demonstrated by the team at Pacer ETFs," says Sean O'Hara, President of Pacer ETFs. "Our accomplishments this year serve as a testament to our strategies guiding investors and advisors through demanding market conditions, helping them to reach their investing goals. Moving forward, we continue to seek innovative, disruptive, and unique investment solutions that serve clients' changing needs and foster continued growth in 2024."

Pacer ETFs' growth was led by significant inflows to its fastest growing fund family, [Pacer Cash Cows ETF™ Series](#), in addition to the firm's other strategies, including:

Fund	AUM (12/30/22)	AUM (12/29/23)	Net Asset Growth	Percentage Growth
Pacer US Cash Cows 100 ETF (COWZ)	\$10,284,919,556	\$18,297,200,265	\$8,012,280,709	77.90
Pacer US Small Cap Cash Cows 100 ETF (CALF)	\$1,377,681,878	\$6,690,801,880	\$5,313,120,002	385.70

Pacer Global Cash Cows Dividend ETF (GCOW)	\$953,846,101	\$1,872,774,840	\$918,928,739	96.34
Pacer Developed Markets International Cash Cows 100 ETF (ICOW)	\$233,391,838	\$1,137,436,830	\$904,044,992	387.40
Pacer Emerging Markets Cash Cows 100 ETF (ECOW)	\$29,345,919	\$75,324,000	\$45,978,081	156.70

Beyond the success of its existing funds, Pacer ETFs launched an additional fund, the [Pacer US Small Cap Cash Cows Growth Leaders ETF](#) (NASDAQ: CAFG) in May 2023, bringing its total ETF lineup to 47.

“The success of our firm is made possible by the continued support of our dedicated employees, investors, and partners,” says Joe Thomson, Founder and President of Pacer. “Looking ahead to 2024, we continue to drive forward our growth initiatives and focus on delivering commitment to superior client service and industry leading product offerings.”

The success of the firm was recognized across the industry, with the firm’s rising star series, the Pacer Cash Cows ETF Series, being recognized as ETF Suite of the Year for the [2023 With Intelligence Mutual Fund & ETF Awards](#). This recognition is awarded to the most successful suite of ETFs determined by factors including flows, performance, innovation, and fund objective.

To learn more about Pacer, visit paceretfs.com.

About Pacer ETFs

Pacer ETFs is a strategy-driven exchange-traded fund provider with 47 ETFs and over \$35 billion in assets under management (as of 12/29/2023). Pacer ETFs is focused on addressing investors’ needs through its six fund families, the Pacer Trendpilot® Series, 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.

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.

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