



Pacer ETFs Launches Structured Outcome Strategy ETFs in partnership with Swan Global Management

Hedged equity suite deepens issuer's roster of risk-managed ETF offerings

MALVERN, PA (December 23, 2020) — [Pacer ETFs](#) (“Pacer”), an ETF provider that offers strategy-driven, rules-based ETFs, is proud to announce their new Structured Outcome Strategies (SOS) fund family: The Pacer Swan SOS ETF Series. Pacer ETFs has partnered with [Swan Global Management, LLC](#) (“Swan”), a specialized asset management firm with a 20-year track record at the forefront of hedged equity solutions, which will act as the sub-advisor for the fund family.

The Pacer Swan SOS ETF Series seeks to match returns of the SPDR S&P 500 ETF Trust up to a predetermined cap on the upside, while also offering investors a buffer against market decline to a predetermined point.

“As we enter the new year with continued market uncertainty, it is important for us to bring our investors a product that offers a more defined outcome, and with that, potential for a higher degree of confidence,” says Sean O’Hara, president of Pacer ETFs Distributors. “Our Pacer Swan SOS ETF Series offers just that in an easy-to-use wrapper. We feel this will make an excellent addition to our preexisting fund families and hope that investors see the benefit of owning a strategy like this in their portfolios.”

[Pacer’s Structured Outcome Strategies](#) fund family consists of three ETFs that each offer their own set of buffer rules. The Fund of Funds, set to launch on December 29th, 2020, will be composed of the below Pacer Swan SOS ETFs, though the sub-advisor has the ability to insert other Pacer ETFs into the fund at their discretion. The Pacer SOS fund family is now available for trading on the Cboe BZX Exchange.

- The Pacer Swan SOS Conservative (December) ETF is listed under the ticker “PSCX”.
- The Pacer Swan SOS Moderate (December) ETF is listed under the ticker “PSMD”.
- The Pacer Swan SOS Flex (December) ETF is listed under the ticker “PSFD”.
- The Pacer Swan SOS Fund of Funds ETF will list under the ticker “PSFF”.

“This is an exciting partnership between Swan and Pacer,” says Micah Wakefield, Portfolio Manager and Director of Research & Product Development at Swan Global Investments. “As experts in hedging options strategies, packaging Swan’s capabilities into defined outcome ETFs is an exciting advancement. Our partnership with Pacer delivers our respective area of expertise from a very capable, combined, end-to-end team.”

“We are actively trying to anticipate the needs of each of our investors and provide them with a strategic investment opportunity that’s suited to evolving market conditions,” shares Joe Thomson, founder and president of Pacer Financial, the distributor of Pacer ETFs. “Our long-term growth has been proven by our ability to meet those needs and we are confident that our addition of the Pacer Swan SOS ETF series highlights our mission.”

To learn more visit: www.paceretfs.com

About Pacer ETFs

Pacer ETFs is a strategy-driven exchange-traded fund provider with 31 ETFs and over \$5.75 billion in assets under management, as of December 22, 2020. Pacer ETFs is focused on addressing investors’ needs through its five fund families, the Pacer Trendpilot® Series, Pacer Cash Cows Index® Series, Pacer Custom ETF Series, Pacer Leaders ETF Series and Pacer Factor 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.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 buffered loss risk, cap change risk, capped upside risk, counterparty risk, ETF risks, FLEX options correlation risk, FLEX options liquidity risk, FLEX options valuation risk, investment period risk, large-capitalization investing risk, management risk, market risk, new fund risk, non-diversification risk, special tax risk, underlying ETF risk, and/or special risks of exchange traded funds.

Fund shareholders are subject to an upside return cap that represents the maximum percentage return an investor can achieve from an investment in a Fund for an Investment Period. Therefore, even though the Funds’ returns are based upon the Underlying ETF, if the Underlying ETF experiences returns for an Investment Period in excess of the Cap, an investor will not experience those excess gains. The Cap is set on the first day of a Funds’ Investment Period and does not take into account any management fees, transaction costs or expenses

charged to shareholders. The Cap will be reduced by these when taken into account. The Fund only seeks to provide shareholders that hold shares for an entire Investment Period with a buffer against a pre-determined percentage of Underlying ETF losses (based upon the value of the Underlying ETF at the time the Fund entered into the FLEX Options on the first day of its Investment Period) during an Investment Period. You will bear all Underlying ETF losses beyond that pre-determined percentage on a one-to-one basis. The buffer is provided prior to taking into account annual Fund management fees, operating expenses, transaction fees, and any extraordinary expenses incurred by a Fund. A shareholder that purchases shares at the beginning of an Investment Period may lose their entire investment. While each Fund seeks to limit losses for shareholders who hold shares for the entire Investment Period, there is no guarantee it will successfully do so.

SPDR S&P 500 ETF Trust is an exchange-traded fund which aims to track the Standard & Poor's 500 Index, which comprises 500 large- and mid-cap U.S. stocks.

NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED

Distributor: [Pacer Financial, Inc.](#), member [FINRA](#), [SIPC](#), an affiliate of [Pacer Advisors, Inc.](#)

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