



Pacer ETFs Introduces Real Estate Sector Funds to Growing ETF Lineup *Firm's first REIT ETFs target thematic opportunities in evolving market*

Paoli, PA (May 16, 2018) – Pacer ETFs announces the launch of three new ETFs comprised of publicly traded real estate investment trusts (REITs) and C-corps. These businesses may benefit from the rise of e-commerce, which has revolutionized both real estate and the ways Americans shop, and offer opportunity in a still-vital brick-and-mortar retail marketplace. The group of thematic Real Estate Sector ETFs equips investors to target both established and emerging segments of opportunity within the broader real estate category.

The Pacer Benchmark E-commerce Effect Suite will be comprised of the following ETFs:

- [Pacer Benchmark Data & Infrastructure Real Estate SCTRSM ETF \(SRVR\)](#): Cell towers and data processing centers store the information and handle the orders that start the e-commerce process. The SRVR ETF is comprised of cell tower REITs, data center REITs, and similar facilities.
- [Pacer Benchmark Industrial Real Estate SCTRSM ETF \(INDS\)](#): Warehouses, distribution centers and similar facilities allow for e-commerce companies to ship goods to their final destinations, sometimes within hours. This ETF includes REITs that specialize in the logistics required to make e-commerce work.

“The world has rapidly changed because of e-commerce. Our new suite of ETFs will provide investors with an opportunity to invest in the segments of the real estate market that have benefitted since e-commerce has transformed our lives,” says Sean O’Hara, President of Pacer ETFs Distributors.

The third new ETF falls outside of the suite but still finds value in real estate:

- [Pacer Benchmark Retail Real Estate SCTRSM ETF \(RTL\)](#): Many shopping centers, shopping malls and similar structures are thriving enterprises filled with retail establishments. The RTL ETF seeks to invest in assets that are located in prime locations with quality tenants throughout the country.

“I believe we’re only on the cusp of what experiential retail can become. As the old department store model disappears, we’re witnessing a disruption and rapid technological evolution that’s ushering in an exciting new age of reinvented retail by the retail SCTR,” says Benchmark CEO and Managing Partner Kevin R. Kelly.

“Real estate has long been an area for diversification and income. And real estate firms and REITs have benefitted from e-commerce more than many realize,” says Joe Thomson, Founder and President of Pacer Financial, Inc.

All three ETFs will be traded on the New York Stock Exchange.

With the addition of the Pacer Benchmark Real Estate SCTRSM ETFs, Pacer now offers 13 different ETFs, including [the Pacer Trendpilot SeriesTM](#), [the Pacer Cash Cows Index[®] Series](#), and the [Pacer Custom ETF Series](#).

About Pacer ETFs:

Pacer ETFs (\$2.2 billion AUM as of 5/14/2018) is a 7-time award-winning¹ exchange traded fund provider focused on addressing investors' needs through its three fund families, the Pacer Trendpilot[®] Series, Pacer Cash Cows Index[®] Series, and Pacer Custom ETF Series. The Trendpilots aim to help investors navigate turbulent markets using three indicators, while the Cash Cows aim to select top companies in an index based on free cash flow yield to achieve long-term growth over time. Pacer ETFs employ a rules-based, passive management approach to track S&P, NASDAQ, and FTSE Russell Indexes. For more information on Pacer ETFs, please visit [PacerETFs.com](#).

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Disclosure:

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 concentration risk, data and infrastructure real estate sector risk, equity market risk, high portfolio turnover risk, industrial real estate sector risk, international operations risk, large and mid-capitalization investing risk, new fund risk, non-diversification risk, passive investment risk, REIT investment risk, retail real estate sector risk, small-capitalization companies risk, tax risk and tracking risk.

¹2015 ETF.com awards: People's Choice for Best New ETF - PTLC, Most Innovative New ETF - PAEU. ETF.com Award winners are selected in a three-part process designed to leverage the insights and opinions of leaders throughout the ETF industry. Alternative Investment Awards by Wealth & Finance: Most Innovative Financial Products for 2016. Judged solely on merit through a comprehensive selection process, the 2016 Alternative Investment Awards recipients are a true representation of market leaders at the cutting edge of the financial industry. I-Invest awards: Best new ETF Issuer for 2016, Most Innovative Large Cap ETF - PTLC, Best Eurozone ETF (since inception) - PAEU, Best New Strategy Driven ETF – GCOW (formerly PGHD). The i-invest 2016 ETF Awards are based exclusively on merit. The selections were made by i-invest's dedicated in-house research team.

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