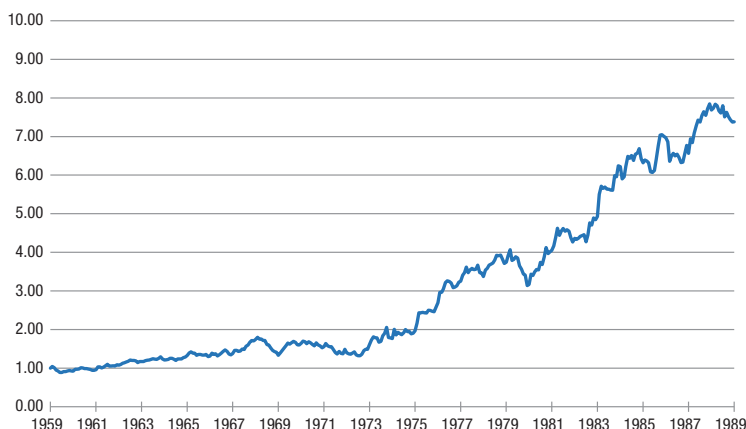


Identifying the Value Opportunity in Intangible Assets

Times have changed

- Prior to 1990, performance of value indexes relied heavily on the Price-to-Book (P/B) ratio as the primary determinant. This means a company's value was based more on their tangible assets, such as physical infrastructure to build cars, or extract and refine oil. Indexes such as the S&P 500 Value Index, MSCI USA Value Index, or Russell 1000 Value Index still predominantly rely on a Price-to-Book screen.
- Now, more companies are asset light by providing services or products that are differentiated by intangible assets, such as their design, innovation, or their significant research & development, and intellectual property.

Relative Performance of Cheapest Stocks Based on Price-to-Book vs Highest (1960-1989)



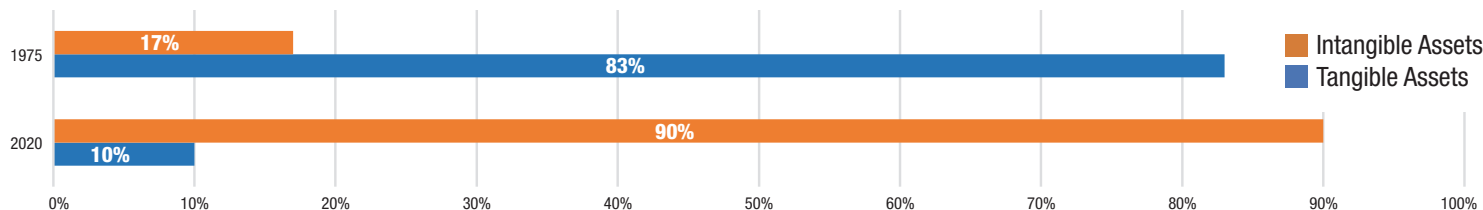
Relative Performance of Cheapest Stocks Based on Price-to-Book vs Highest (1990-2024)



Source: Fama French, Pacer Advisors. **PAST PERFORMANCE IS NOT INDICATIVE OF FUTURE RESULTS.**

Today, only 10% of the value of the S&P 500 contains tangible assets. The rest has all gone towards intangibles.

Components of S&P 500 Market Value (2020)



Source: As of 7/1/2020; <https://www.oceantomo.com/intangible-asset-market-value-study/>.

More Free Cash Flow Is Tied to Intangible Assets

- While Price-to-Book or other accrual-based accounting measures may still be useful in comparing companies engaging in physical activities, the majority of companies with a high share of intangible assets are misjudged.
- A more modernized approach to value is through use of Free Cash Flow Yield (FCFY). While FCFY does not explicitly focus on intangible assets, the metric has historically been more successful in identifying quality companies with a high share of intangible assets that are trading at a discount. The Pacer US Cash Cows 100 ETF (COWZ) uses Free Cash Flow Yield for this reason.

The Pacer US Cash Cows 100 (COWZ) ETF



Morningstar Rating™

Overall rating out of 389 funds included in Morningstar Mid-Cap Value category, based on risk-adjusted returns as of 3/31/25.

PAST PERFORMANCE IS NO GUARANTEE OF FUTURE RESULTS.

COWZ Overall Morningstar Rating 4 stars: Class ETF Shares, Mid-Cap Value category; 389 funds. 3-year rating 3 stars; 389 funds. 5-year rating 5 stars; 366 funds. 10-year period not rated. Ratings reflect risk-adjusted performance. Overall Morningstar Rating for a fund is derived from a weighted average of the performance figures associated with its 3-, 5- and 10-year (if applicable) Morningstar Rating metrics.



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Performance (%) as of 3/31/25

| | | | | | Total Returns (%) as of 3/31/25 | | | Total Returns (%) as of 3/31/25 | | | |
|------------------------------|--------|----------------|----------------|--------------|---------------------------------|---------|-------|---------------------------------|--------|--------|----------------------|
| | Ticker | Total Expenses | Fund Inception | | 1 Month | 3 Month | YTD | 1 Year | 3 Year | 5 Year | Since Fund Inception |
| Pacer US Cash Cows 100 ETF | COWZ | 0.49% | 12/16/16 | NAV | -4.03 | -2.71 | -2.71 | -4.11 | 5.36 | 22.22 | 12.21 |
| | | | | Market Price | -3.97 | -2.64 | -2.64 | -4.04 | 5.31 | 22.27 | 12.18 |
| Pacer US Cash Cows 100 Index | | | | | -3.96 | -2.57 | -2.57 | -3.45 | 5.93 | 22.88 | 12.71 |
| Russell 1000 Value Index | | | | | -2.78 | 2.14 | 2.14 | 7.18 | 6.64 | 16.15 | 8.92 |
| Russell 1000 Index | | | | | -5.79 | -4.49 | -4.49 | 7.82 | 8.65 | 18.47 | 13.28 |

Returns less than one year are cumulative.

Source: US Bank, FTSE Russell and S&P. **Performance quoted represents past performance and does not guarantee future results. Investment return and principal value will fluctuate, so shares may be worth more or less when redeemed or sold. Current performance may be lower or higher than the performance quoted. Visit www.paceretfs.com for the most recent month-end performance. Index returns are for illustrative purposes only. Index performance does not reflect any management fees, transaction costs or expenses. You cannot invest directly in an index.**

Russell 1000 Value Index is a market-capitalization weighted index representing approximately 1000 large- and mid cap value stocks in the Russell 3000 Index.

Russell 1000 Index is a market-capitalization weighted index representing the top 1000 large-cap stocks in the Russell 3000 Index.

S&P 500 Value Index measures the performance of the large-capitalization value sector in the US equity market.

MSCI USA Value Index captures large, mid and small cap US securities exhibiting overall value style characteristics, defined using book value to price, 12-month forward earnings to price, and dividend yield.

Free cash flow yield measures a company's total free cash flow relative to its enterprise value. It is an internal statistic and does not constitute investor yield.

P/B ratio is a financial ratio used to compare a company's current market value to its book value.

To learn more about how to incorporate COWZ into your portfolio, contact your financial advisor or visit **www.paceretfs.com**.

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 calculation methodology risk, concentration risk, equity market risk, ETF risks, high portfolio turnover risk, large- and mid-capitalization investing risk, passive investment risk, tracking risk, sector risk, style risk, and/or special risks of exchange traded funds.

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