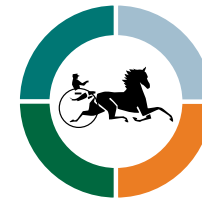


Institutional Presentation

# PACER SALT TRUBETA™ STRATEGIES



**PACER** ETFs

877-337-0500 ▪ [www.paceretfs.com](http://www.paceretfs.com)

**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.PACERETF.COM](http://WWW.PACERETF.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, index risk, high portfolio turnover risk, limited operating history risk, models and data risk, non-diversification risk, passive investment risk, REIT investment risk, sector risk, tracking error risk and/or special risks of exchange traded funds.

The Salt High truBeta™ US Market Index measures the performance of an equal-weighted portfolio of approximately 100 large- and midcapitalization U.S.-listed stocks with the highest forecasted systematic risk relative to the market (known as “beta”).

The Salt Low truBeta™ US Market Index uses an objective, rules-based methodology to measure the performance of an equal-weighted portfolio of approximately 100 large and mid-capitalization U.S.-listed stocks with the lowest levels of variability in their historical beta calculations (“Beta Variability”) and forecasted beta of less than 1.00. “Beta” is a calculation of an investment’s systematic risk relative to the market.

The financial instrument is not sponsored, promoted, sold or supported in any other manner by Solactive AG nor does Solactive AG offer any express or implicit guarantee or assurance either with regard to the results of using the Index and/or Index trade mark or the Index Price at any time or in any other respect. The Index is calculated and published by Solactive AG. Solactive AG uses its best efforts to ensure that the Index is calculated correctly. Irrespective of its obligations towards the Issuer, Solactive AG has no obligation to point out errors in the Index to third parties including but not limited to investors and/or financial intermediaries of the financial instrument. Neither publication of the Index by Solactive AG nor the licensing of the Index or Index trade mark for the purpose of use in connection with the financial instrument constitutes a recommendation by Solactive AG to invest capital in said financial instrument nor does it in any way represent an assurance or opinion of Solactive AG with regard to any investment in this financial instrument.

To learn more about the Index methodology, please visit <https://saltfinancial.com/indices/>.

**DEFINITIONS OF CERTAIN DEFINED TERMS USED HEREIN:**

**Annualized average return** represents the calculated hypothetical rate of return that, if cumulatively applied to each relevant annual period during the time period indicated, would result in the actual cumulative rate of return for the entire period.

**Maximum return** represents the highest calendar year return as measured during the period indicated.

**Minimum return** represents the lowest calendar year return as measured during the period indicated.

**Annualized volatility** is based on monthly returns from the most recent date indicated on the page and expressed as a standard deviation percentage. Standard deviation is a measure of volatility and illustrates the extent of variation (whether higher or lower) that exists from the average given set of results. A low standard deviation indicates that the results tend to be very close to the average result (a low degree of volatility). In contrast, a high standard deviation indicates that the results are spread out over a large range of outcomes (a high degree of volatility). Because the standard deviation is based on historical data, it may not predict variability in annualized performance of the Pacer ETFs in the future.

**Maximum drawdown** represents the maximum percentage loss that the relevant index incurred from its peak level to its lowest level during the time period indicated.

**P/E ratio** is a fundamental measure commonly used to determine if an investment is valued appropriately. Each holding’s P/E is the latest closing price divided by the latest fiscal year’s earnings per share. Negative P/E ratios are excluded from this calculation.

**Upside/downside capture** ratio shows you whether a given fund has outperformed--gained more or lost less than--a broad market benchmark during periods of market strength and weakness.

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## Pacer Salt ETFs

ETF Name	ETF Ticker	ETF Inception Date	Benchmark Index	Total Expenses	Intraday Indicative Value Ticker	CUSIP	Strategy	Re-evaluated
<b>Pacer Salt High truBeta™ US Market ETF</b>	<b>SLT</b>	5/15/18	S&P 500 Index	0.60%	SLT.IV	69374H618	The Pacer Salt High truBeta™ US Market ETF targets large and midcap stocks expected to move more than the broader market.	Quarterly
<b>Pacer Salt Low truBeta™ US Market ETF</b>	<b>LSLT</b>	3/12/19	S&P 500 Index	0.60%	LSLT.IV	69374H592	The Pacer Salt Low truBeta™ US Market ETF targets large and midcap stocks with historically lower volatility than the broader market.	Quarterly

## What is Beta?

Beta is a measure of systematic risk of a security compared to the market as a whole. A beta of 1 indicates that the stock generally moves with the same amount of volatility as the broad stock market. Numbers higher or lower than that indicate how far a stock's returns deviate from the general market's returns.

## Investing in High Beta vs Low Beta:

High beta stocks can be great investments in bull markets since they are expected to outperform the S&P 500 by a marginal amount, but in the case of a bear market reversal these stocks could also be expected to lose the most. On the other hand, low beta stocks historically have lower volatility than the broader market, which could allow for a buffer against falling markets.

## What Does A Traditional Beta Measurement Look Like?

- There is no single calculation of beta– it all depends on the series of returns used to generate the statistic.
- In 1973, Fama and MacBeth introduced the idea of using five years of monthly returns for the stock and market index
- Bloomberg uses two years of weekly returns as their calculation
- The difference between beta calculated using the standard 60 months of returns and one generated from one year of daily returns can be significant, for example:

## EXAMPLES OF BETA CALCULATIONS

as of 12/31/2019

	Beta (Monthly)	Beta (Daily)	Difference
<b>Intel</b>	0.91	1.32	(0.41)
<b>Chevron</b>	1.02	0.81	0.21
<b>Disney</b>	1.00	0.79	0.21
<b>Amazon</b>	1.51	1.33	0.18

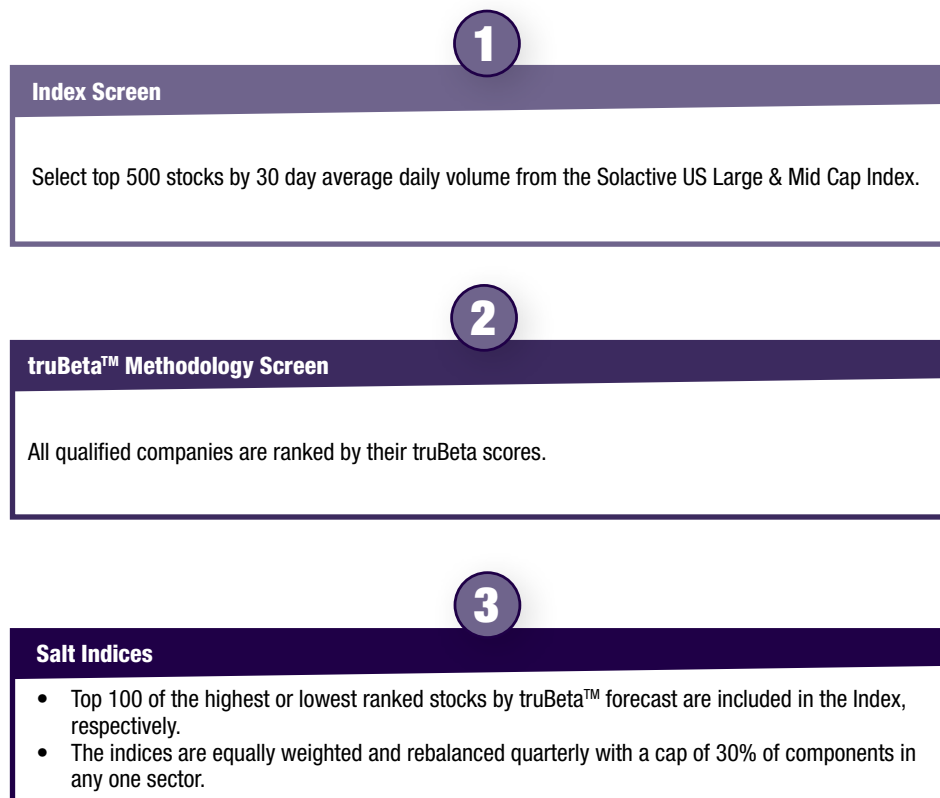
Source: Bloomberg

## UNDERSTANDING THE STRATEGY

### What is truBeta™?

Salt Financial's truBeta™ is a proprietary beta forecast that uses a blend of long, medium, and short-term interval return data. The goal is to produce a more accurate forecast for the next quarter in comparison to traditional methods.

### Understanding the Funnel



The High truBeta™ Index targets stocks with higher sensitivity to the S&P 500® (truBeta™ score of approximately 1.50) which could capture 50% more variation than the S&P 500 in the same direction.

The Low truBeta™ Index targets stocks with lower sensitivity to the S&P 500® (truBeta™ score of approximately <1).

# SALT HIGH TRUBETA™ US MARKET INDEX

Retrospectively calculated Salt High truBeta™ US Market Index performance and historical comparisons. Salt High truBeta™ US Market Index is net of fees.

## HYPOTHETICAL GROWTH OF \$10,000<sup>1</sup>

3/15/1996 – 9/30/2020



## HISTORICAL PERFORMANCE AND VOLATILITY COMPARISON (%)<sup>1</sup> 3/15/1996 – 9/30/2020

	Salt High truBeta™ US Market Index	S&P 500® Index
Annualized Average Return	9.13	9.02
Annualized Volatility	33.88	19.58
Upside Capture	181.89	100.00
Downside Capture	157.96	100.00

## MINIMUM AND MAXIMUM CALENDAR YEAR RETURNS (%)<sup>1</sup> 3/15/1996 – 9/30/2020

	Salt High truBeta™ US Market Index	S&P 500® Index
Maximum Return	97.22 (2009)	33.36 (1997)
Minimum Return	-55.72 (2008)	-37.00 (2008)

<sup>(1)</sup>All Indexes shown are Total Return Indexes.

Source: Pacer Advisors and FactSet. The hypothetical backtested index performance of the Salt High truBeta™ US Market Index is shown net of fees and reflects the reinvestment of dividends. The annual total expense is 0.60%. The Index was released on 2/7/18. Any data shown prior to this date is hypothetical, retrospectively calculated, and is based on rules-based criteria applied retroactively with the benefit of hindsight and knowledge of factors that may have positively affected its performance, and cannot account for all financial risk or market and economic factors that may affect the actual performance. The actual performance of the Index may vary significantly from the backtested index data. The start date for this data was chosen based on the validity of the fundamental data of the S&P 500 Index. The results shown are hypothetical and do not reflect actual returns.

**PAST PERFORMANCE (WHETHER RETROSPECTIVELY CALCULATED OR ACTUAL HISTORICAL) IS NOT INDICATIVE OF FUTURE RESULTS. YOU CANNOT INVEST DIRECTLY IN AN INDEX.**

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**TOP 10 HOLDINGS**

as of 9/30/2020

Company	Weight (%)
<b>Immunomedics, Inc.</b>	<b>1.91</b>
<b>Carvana Co. Class A</b>	<b>1.21</b>
<b>Enphase Energy, Inc.</b>	<b>1.20</b>
<b>Beyond Meat, Inc.</b>	<b>1.17</b>
<b>Zoom Video Communications, Inc. Class A</b>	<b>1.16</b>
<b>Pinterest, Inc. Class A</b>	<b>1.15</b>
<b>Roku, Inc. Class A</b>	<b>1.15</b>
<b>Cloudflare Inc Class A</b>	<b>1.14</b>
<b>Zillow Group, Inc. Class C</b>	<b>1.13</b>
<b>Square, Inc. Class A</b>	<b>1.12</b>
<b>Total</b>	<b>12.34</b>

**INDEX CHARACTERISTICS**

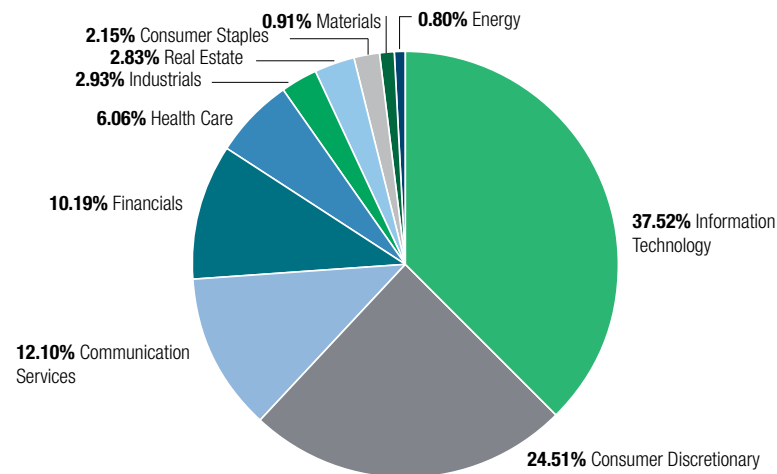
as of 9/30/2020

<b>Weighted Average Market Cap (\$mil)</b>	<b>121,332.70</b>
<b>Dividend Yield (%)</b>	<b>0.87</b>
<b>Price to Earnings (P/E) Ratio</b>	<b>26.26</b>

Source: FactSet and BBG

**SECTOR BREAKDOWN**

as of 9/30/2020

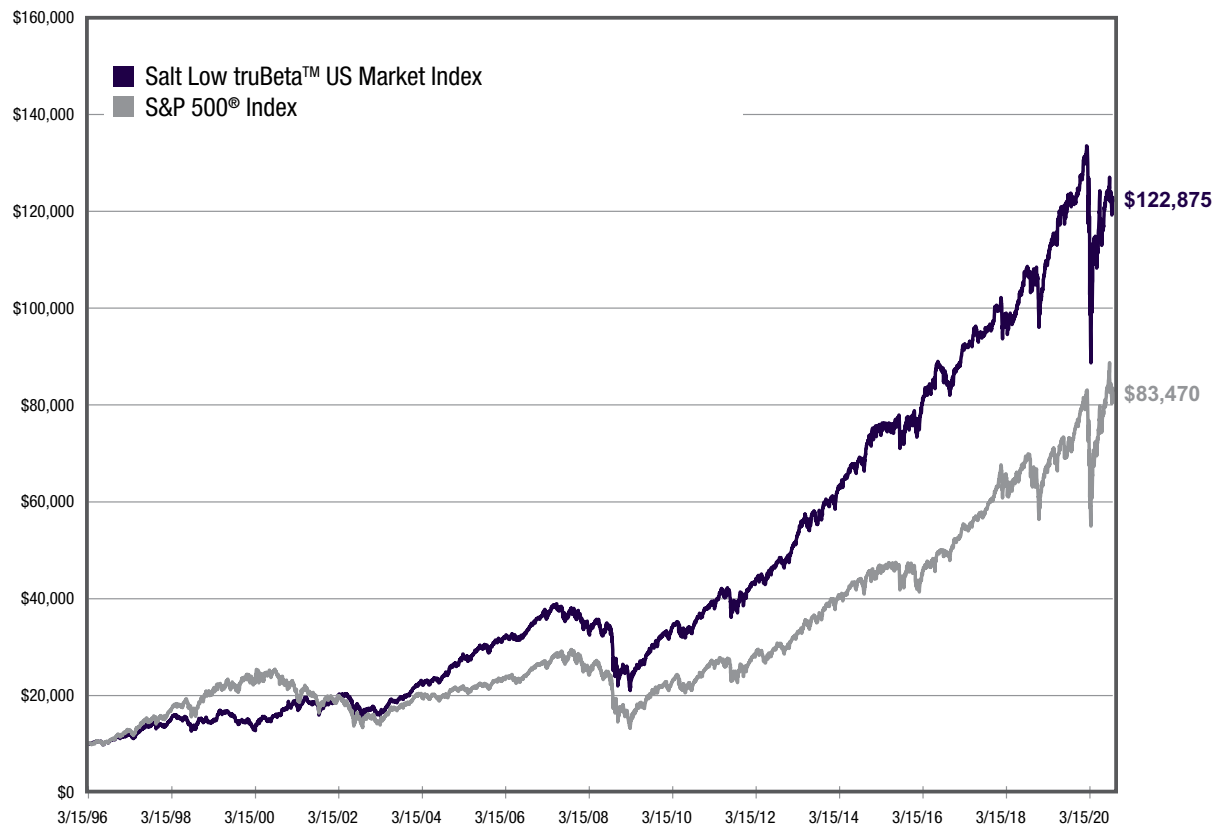


# SALT LOW TRUBETA™ US MARKET INDEX

Retrospectively calculated Salt Low truBeta™ US Market Index performance and historical comparisons. Salt Low truBeta™ US Market Index is net of fees.

## HYPOTHETICAL GROWTH OF \$10,000<sup>1</sup>

3/15/1996 – 9/30/2020



## HISTORICAL PERFORMANCE AND VOLATILITY COMPARISON (%)<sup>1</sup> 3/15/1996 – 9/30/2020

	Salt Low truBeta™ US Market Index	S&P 500® Index
Annualized Average Return	10.75	9.02
Annualized Volatility	15.54	19.57
Upside Capture	80.47	100.00
Downside Capture	61.70	100.00

## MINIMUM AND MAXIMUM CALENDAR YEAR RETURNS (%)<sup>1</sup> 3/15/1996 – 9/30/2020

	Salt Low truBeta™ US Market Index	S&P 500® Index
Maximum Return	40.27 (1997)	56.69 (1997)
Minimum Return	-28.54 (2008)	-37.00 (2008)

<sup>(1)</sup>All Indexes shown are Total Return Indexes.

Source: Pacer Advisors and FactSet. The hypothetical backtested index performance of the Salt Low truBeta™ US Market Index is shown net of fees and reflects the reinvestment of dividends. The annual total expense is 0.60%. The Index was released on 10/23/18. Any data shown prior to this date is hypothetical, retrospectively calculated, and is based on rules-based criteria applied retroactively with the benefit of hindsight and knowledge of factors that may have positively affected its performance, and cannot account for all financial risk or market and economic factors that may affect the actual performance. The actual performance of the Index may vary significantly from the backtested index data. The start date for this data was chosen based on the validity of the fundamental data of the S&P 500 Index. The results shown are hypothetical and do not reflect actual returns.

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**TOP 10 HOLDINGS**

as of 9/30/2020

Company	Weight (%)
<b>Consolidated Edison, Inc.</b>	<b>1.07</b>
<b>Duke Energy Corporation</b>	<b>1.06</b>
<b>NIKE, Inc. Class B</b>	<b>1.06</b>
<b>Campbell Soup Company</b>	<b>1.06</b>
<b>Black Knight, Inc.</b>	<b>1.06</b>
<b>General Mills, Inc.</b>	<b>1.05</b>
<b>Danaher Corporation</b>	<b>1.05</b>
<b>Pinnacle West Capital Corporation</b>	<b>1.05</b>
<b>Crown Castle International Corp</b>	<b>1.05</b>
<b>Public Service Enterprise Group Inc</b>	<b>1.04</b>
<b>Total</b>	<b>10.55</b>

**INDEX CHARACTERISTICS**

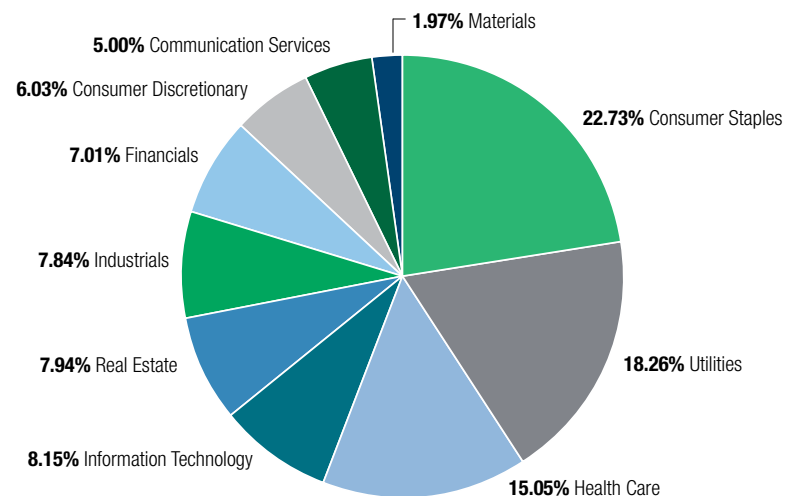
as of 9/30/2020

<b>Weighted Average Market Cap (\$mil)</b>	<b>70,426.75</b>
<b>Dividend Yield (%)</b>	<b>2.57</b>
<b>Price to Earnings (P/E) Ratio</b>	<b>23.07</b>

Source: FactSet and BBG

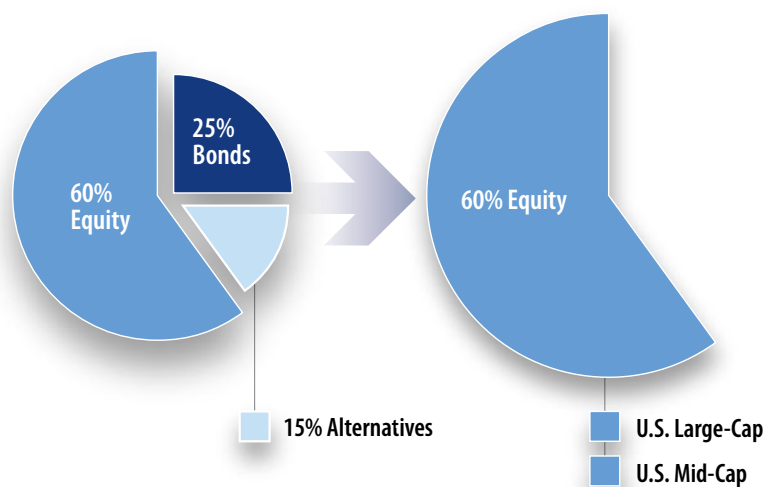
**SECTOR BREAKDOWN**

as of 9/30/2020



The Pacer Salt High truBeta™ US Market ETF and the Pacer Salt Low truBeta™ US Market ETF are designed to complement the beta portion of your portfolio depending on your risk appetite. In focusing on high or low beta alongside alpha and risk management equities, clients may be better positioned to outperform the benchmark index.

## SAMPLE PORTFOLIO ALLOCATION



## EXPECTED MOVEMENT OF EQUITY PORTFOLIO COMPONENTS IN DIFFERENT MARKETS

	Beta	Pacer Factor ETF Series	Pacer Trendpilots	Total Portfolio Equity
<b>Rising Markets</b> ↑	Equal	Rise may be greater	Equal or rise may be less	Equal or rise may be greater
<b>Falling Markets</b> ↓	Equal	Fall may be greater	Fall may be less	Equal or fall may be less

### Beta:

Part of a portfolio that is correlated directly to market returns, i.e. stocks, ETFs.

### Alpha (Pacer Factor ETF Series):

Active return component of the portfolio – creates excess returns relative to the return of the benchmark index, i.e. actively managed mutual funds.

### Risk Mitigation Strategies (Pacer Trendpilot ETFs Series):

Investments with a goal of limiting risk, i.e. options, volatility controlled strategies, trend following investments.

## LIVE PERFORMANCE

	Ticker	Total Expenses	Fund Inception		Total Returns (%) as of 9/30/20			Total Returns (%) as of 9/30/20			
					1 Month	3 Month	YTD	1 Year	3 Year	5 Year	Since Fund Inception
Pacer Salt High truBeta™ US Market ETF	SLT	0.60%	5/15/18	NAV	2.73	12.14	2.85	16.34	N/A	N/A	7.04
				Market Price	2.76	12.28	3.10	16.42	N/A	N/A	7.12
Salt High truBeta™ US Market Index					2.84	12.30	3.01	16.69	N/A	N/A	7.49
Pacer Salt Low truBeta™ US Market ETF	LSLT	0.60%	3/12/19	NAV	-1.74	6.33	-3.23	-0.13	N/A	N/A	7.78
				Market Price	-1.64	6.37	-3.15	-0.06	N/A	N/A	7.83
Salt Low truBeta™ US Market Index					-1.72	6.43	-3.19	-0.07	N/A	N/A	7.86

Returns less than 1 year are cumulative. Returns greater than 1 year are annualized.

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 <http://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.

**NAV** (net asset value) is the value of one share of the Fund calculated daily. The NAV return is based on the NAV of the Fund. It may not reflect the actual return for the investor.

**Market Price** is the price investors can buy and sell ETF shares for in the stock market and is used to calculate market return. It is based on the price at the Cboe listed exchange market close. This is when NAV is determined for most ETFs. If shares trade at another time, the return may differ. Market and NAV returns assume that dividends and capital gain distributions have been reinvested in the Fund at Market Price and NAV respectively.

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