

NOBL

ProShares S&P 500 Dividend Aristocrats ETF

Key Takeaways

NOBL is the only ETF focused exclusively on the high-quality companies of the S&P 500 Dividend Aristocrats.

Strong levels of dividend growth

NOBL's holdings are the S&P 500 Dividend Aristocrats—companies that have not just paid dividends but grown them for at least 25 consecutive years, with most doing so for 40 years or more.

A legacy of stability and strength

Often household names, as a group, NOBL's holdings have had stable earnings, solid fundamentals, and often strong histories of profit and growth.

A demonstrated history of weathering market turbulence

NOBL's strategy has captured most of the gains of rising markets and limited losses in falling markets. In addition, the strategy has outperformed with lower volatility than the S&P 500—providing a smoother ride over the long term.

Large-Cap Dividend Growers for the Long Term

The S&P 500 Dividend Aristocrats—Only High-Quality Companies Qualify

Investors looking to build a durable equity portfolio with quality companies at its core may want to consider a dividend growth strategy—specifically one that invests in companies with the longest track records of dividend growth. ProShares S&P 500 Dividend Aristocrats ETF (NOBL) is the only ETF focusing exclusively on the S&P 500® Dividend Aristocrats®—a rare breed of high-quality large-cap companies that have raised their dividends for at least 25 years.

66**Companies Qualify**

Most have grown dividends for 40+ years.

Key Potential Risks

Market Risk

Adverse developments in equity markets may cause the value of your investment to decrease.

See Prospectus

For more on risks, obtain a prospectus from your financial professional or visit ProShares.com.

How the Dividend Aristocrats Capture Quality

NOBL's holdings, the Dividend Aristocrats, are often household names. As a group they have demonstrated hallmarks of quality like stable earnings, solid fundamentals, and often strong histories of profit and growth over multiple market cycles.

Higher Average Return on Equity¹

12/31/16 – 12/31/24

	Return on Equity (ROE)
S&P 500 Dividend Aristocrats	18.26%
S&P 500	16.82%

Source: FactSet

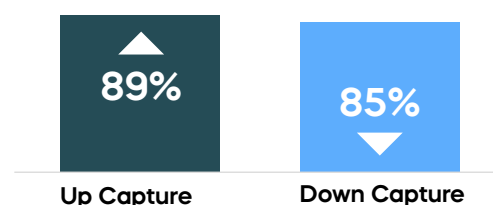
¹Return on Equity is a measure of profitability calculated by dividing net income by shareholder equity.

A History of Weathering Market Turbulence

NOBL's strategy has captured more of the gain in rising markets and less of the loss in falling markets. Moreover, the Dividend Aristocrats Index has outperformed the S&P 500 by an average of 5.13% in four out of five of the worst quarterly drawdowns since inception, and outperformed in 6 out of 12 subsequent periods.

S&P 500 Dividend Aristocrats Have Captured More of the Market's Gain with Less of the Loss

5/2/05 – 12/31/24



Source: Morningstar. "Up capture ratio" measures the performance of a fund or index relative to a benchmark when that benchmark has risen. "Down capture ratio" measures performance during periods when the benchmark has declined. Ratios are calculated by dividing monthly returns for the fund's index by the monthly returns of the primary index during the stated time period and multiplying that factor by 100. Index returns are for illustrative purposes only and do not represent actual fund performance. Index performance returns do not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in an index. Past performance does not guarantee future results.

About the ETF

Ticker Symbol: **NOBL**

Intraday Symbol: **NOBL.IV**

Bloomberg Index Symbol: **SPDAUDT**

Investment Objective: **NOBL seeks investment results, before fees and expenses, that track the performance of the S&P 500 Dividend Aristocrats Index.**

Inception: **10/9/13**

Fund Performance and Index History Fund inception (10/9/13) through 12/31/24

	Year To Date	1 Year	5 Years	10 Years	Fund Inception
ProShares S&P 500 Dividend Aristocrats ETF NAV Total Return	6.71%	6.71%	7.94%	9.39%	10.71%
ProShares S&P 500 Dividend Aristocrats ETF Market Price Total Return	6.72%	6.72%	7.96%	9.38%	10.71%
S&P 500 Dividend Aristocrats Index	7.08%	7.08%	8.31%	9.81%	11.13%
S&P 500	25.02%	25.02%	14.51%	13.09%	14.02%

Source: ProShares, Bloomberg

How the S&P 500 Dividend Aristocrats Index Works

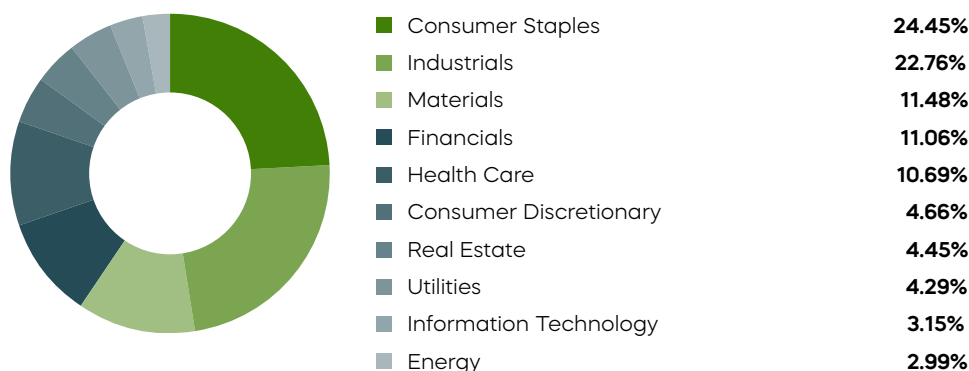
NOBL follows the S&P 500 Dividend Aristocrats Index, which includes companies in the S&P 500 that have increased dividends every year for at least 25 consecutive years. As of December 31, 2024 the index held 66 constituents with an average 43 years of consecutive dividend growth.

Index Holdings with the Longest Records of Dividend Growth as of 12/31/24*

Name	Ticker	Sector	Years	Name	Ticker	Sector	Years
Coca-Cola Co.	KO	Consumer Staples	61	Johnson & Johnson	JNJ	Health Care	61
Colgate-Palmolive Co.	CL	Consumer Staples	61	Procter & Gamble	PG	Consumer Staples	61
Dover Corp.	DOV	Industrials	61	Nordson Corp.	NDSN	Industrials	58
Emerson Electric Co.	EMR	Industrials	61	Stanley Black & Decker	SWK	Industrials	56
Genuine Parts Co.	GPC	Consumer Discretionary	61	Hormel Foods Corp.	HRL	Consumer Staples	55

*Holdings are as of the most recent reconstitution date and are subject to change. Source: ProShares, S&P Dow Jones. Historical data on dividend growth not recorded prior to 1962; companies shown with 60 years of dividend growth may have longer track records than shown here. Number of consecutive years of dividend growth is based on dividends paid during the calendar year and is calculated based on best efforts. Constituents are subject to change.

Index Breakdown by Sector as of 12/31/24



Sectors are based on the Global Industry Classification System ("GICS"), which was developed by and is the exclusive property of MSCI Inc. ("MSCI") and Standard & Poor's, a division of The McGraw-Hill Companies Inc. ("S&P"). Neither MSCI, S&P nor any third party involved in making or compiling GICS or any GICS classifications makes any express or implied warranties or representations with respect thereto (or the results to be obtained by the use thereof).

Index Highlights

- **25 years of consecutive dividend growth points to the general strength and stability of the index constituents.**
- **Contains a minimum of 40 stocks.**
- **Equal weighting methodology, unlike market cap weighting:**
 - Treats each company as a distinct investment opportunity without regard to its size.
 - Does not have any single large weighting, so the index is not overly dependent on a few holdings for performance.
- **Well diversified across sectors.**
 - Limits the weight of any single sector to no more than 30% of the total index.
- **Is rebalanced quarterly to equal weights in January, April, July and October, with an annual reconstitution during the January rebalance.**

About ProShares

ProShares now offers one of the largest lineups of ETFs, with over \$75 billion in assets. The company is a leader in strategies such as crypto-linked, dividend growth, interest rate hedged bond and geared (leveraged and inverse) ETF investing. ProShares continues to innovate with products that provide strategic and tactical opportunities for investors to manage risk and enhance returns.

Find Out More

Visit ProShares.com or consult your financial professional.

As of 12/31/24, NOBL's top ten holdings are Emerson Electric Co. 1.84%, Walmart Inc. 1.75%, Cardinal Health Inc. 1.69%, Cincinnati Financial Corp. 1.67%, Genuine Parts Co. 1.66%, Sysco Corp. 1.65%, The Clorox Co. 1.64%, Church & Dwight Co. Inc. 1.64%, Dover Corp. 1.63%, and Pentair plc 1.62%.

NOBL's total operating expenses are 0.35%. **The performance quoted represents past performance and does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Shares are bought and sold at market price (not NAV) and are not individually redeemed from the fund. Market price returns are based upon the midpoint of the bid/ask spread at 4:00 p.m. ET (when NAV is normally determined for most funds) and do not represent the returns you would receive if you traded shares at other times. Brokerage commissions will reduce returns. Current performance may be lower or higher than the performance quoted. Standardized returns and performance data current to the most recent month end may be obtained by visiting ProShares.com.** Indexes are unmanaged and one cannot invest directly in an index. Index performance does not reflect any management fees, transaction costs or expenses. There is no guarantee dividends will be paid. Companies may reduce or eliminate dividends at any time, and those that do will be dropped from the index at reconstitution.

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Carefully consider the investment objectives, risks, charges and expenses of ProShares before investing. This and other information can be found in their summary and full prospectuses. Read them carefully before investing. Obtain them from your financial professional or visit ProShares.com.

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