



MSCI Transformational Changes ETF (ANEW): Capturing a World of Change in One ETF

Key Takeaways:

- Technology is transforming just about every aspect of our daily lives—how we work, shop, eat and manage our health.
- These observable changes can become compelling investment opportunities.
- ANEW brings together an array of investable themes related to transformational changes.

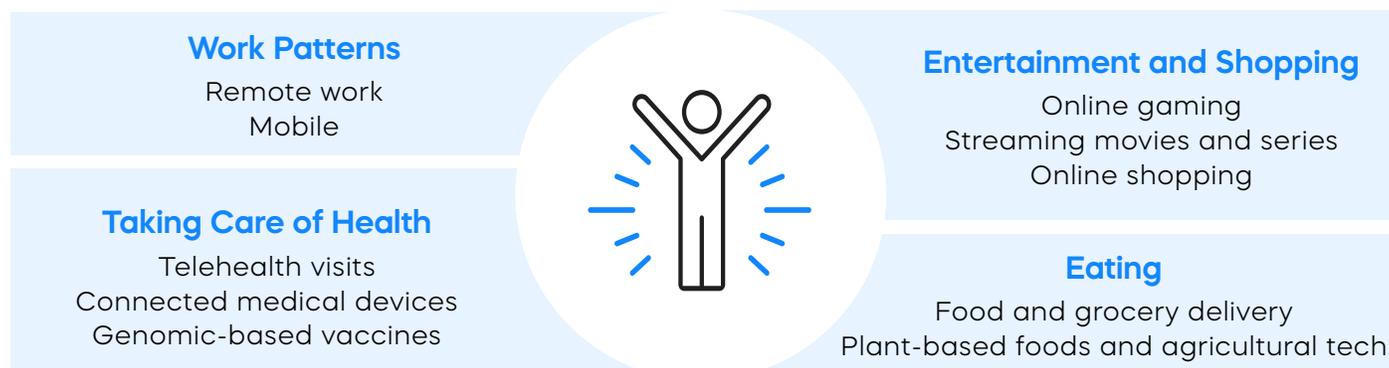
Identifying the Investment Opportunities in Our Everyday Lives

Most of us have experienced how technology has transformed our daily lives—especially during the pandemic. When the world locked down, we began taking advantage of video calls, streaming services, online shopping and telehealth visits at a level and frequency we never had before.

Post-pandemic, there's evidence that these activities and expectations are here to stay. Consider employees who continue to demand more flexible, hybrid work environments. Also, think about the 31 million who cut the cable cord by the end of 2020,¹ the growing openness we have to telehealth services, or that many of us continue to buy our groceries online.

These long-term changes in consumer expectations and behavior are creating compelling investment opportunities that are likely to grow as they evolve.

Transformational Changes Are All Around Us



¹ Source: eMarketer, September 2020.

Turning Transformational Change into Compelling Investments

How do the changes we see around us translate into investment ideas? It starts with a disciplined investment process. Every ProShares thematic ETF is built around an investment thesis that is:

Observable See it, buy it, experience it or read about it. 	Sustainable Long-term opportunities, not temporary changes. 	Definable Clearly explained and tied to a differentiated idea. 	Investable Publicly traded companies tracked through a rules-based index. 
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Embracing Four Key Themes of the Post-Pandemic Era

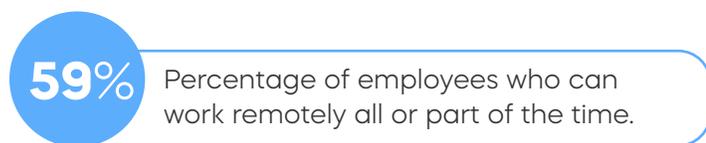
COVID-19 has been a powerful accelerator. Trends that were ancillary in our lives pre-pandemic are now often integral. Here are four major themes.

Changing How We Work: New Workplace Models and Technologies

The relatively new reality of hybrid, remote and work-anywhere expectations relies on technologies like artificial intelligence and robotics, which enhance efficiencies. These transformations have become a must-have competitive requirement for many organizations going forward—and they require ongoing technological enhancements, including conferencing services and improved cybersecurity.

Types of Companies

- Cloud Computing
- Internet of Things
- Machine Learning/AI
- Cybersecurity
- Remote Interaction Software
- Digital Payments
- Blockchain



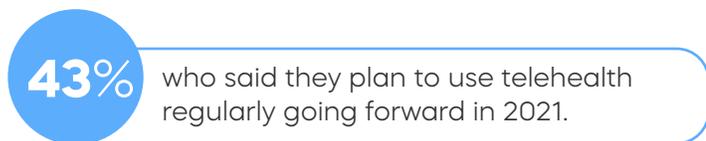
Source: Pew Research, Covid and Work, 2/16/22.

Changing How We Care for Our Health: New Vaccines and Personalized Medicine

Telehealth services gained momentum during the COVID-19 pandemic and are reshaping the way we manage our health. Similarly, while the genomic research that opened the gates for vaccines has roots in biology, advancements in big data algorithms and data processing are equally important. These modernizations could be just the tip of the iceberg as we tailor healthcare services for the individual and personalize medicine.

Types of Companies

- Bioinformatics
- Genome Hardware
- Gene Therapy/Editing
- Molecular Diagnostics
- Stem Cells
- Targeted Therapeutics
- Telemedicine



Source: Optum, "Provider Telehealth Use and Experience Survey," March 2022.

Changing How We Shop and Entertain: Digital Consumerism

Skyrocketing internet connectivity is disrupting how people spend their time and money—on shopping, gaming and leisure. Consumers are increasingly moving from traditional retail stores to online hubs with fast delivery. Video streaming and online game platforms are transforming entertainment. And social media is not only a widely used means of communication, but it's also a fast-growing revenue opportunity for advertisers and media companies.

Types of Companies

- E-Commerce
- E-Gaming
- Social Media

56%

growth in e-commerce sales during the pandemic.

Continued e-commerce growth since bricks-and-mortar retail stores reopened post lockdown.

18%

Source: United States Census Bureau, "Latest Quarterly E-Commerce Report," 5/19/22.

The "pandemic" is measured as Q1 2020 to Q1 2022, and "reopening" is Q2 2020 to Q1 2022.

Changing How We Eat: The Food Revolution

More and more of us are buying groceries—including fresh produce—online. However, on a larger scale, the world is significantly changing the ways it grows, produces and distributes food. This is occurring as global populations grow, we face environmental challenges, and we seek to secure our food supply chain from threats such as pandemics and wars. These circumstances are propelling advances in agricultural technology, sustainable and responsible farming, and plant-based foods.

Types of Companies

- Food & Grocery Delivery
- Plant-Based Food & Agricultural Technology
- Responsible/Sustainable Farming
- Zoonotic Disease Mitigation

Increase in plant-based food sales between 2018 and 2021 to reach \$7.4 billion.

54%

118%

Percentage increase of monthly online grocery sales from February 2020 to January 2022.

Source: Plant Based Foods Association, May 2022.

Source: Adobe Digital Insights, "Digital Economy Index: 2-Year Pandemic Report," 2022.

ANEW: Capturing a World of Change in One ETF

ProShares MSCI Transformational Changes ETF (ANEW) uses a disciplined process to invest in companies that may benefit from lasting transformational changes—opportunities that span sectors and industries and break free of traditional style boxes.

We've brought these broad opportunities together in a single ETF. Using a rules-based process, ANEW's index tracks opportunities in these four transformational categories as they evolve over time—and capture new innovators as they enter the market. In other words, ANEW helps you capture a world of change in a single ETF.

Have Questions?

Financial professionals can contact ProShares at **866-776-5125** or email **info@proshares.com** for additional information about this ANEW and our other ETFs.

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Investing involves risk, including the possible loss of principal. This ProShares ETF is subject to certain risks, including the risk that the fund may not track the performance of the index and that the fund's market price may fluctuate, which may decrease performance. Please see the summary and full prospectuses for a more complete description of risks. **There is no guarantee any ProShares ETF will achieve its investment objective.**

Natural or environmental disasters, including pandemics and epidemics have been, and can be, highly disruptive to economies and markets and have recently led, and may continue to lead, to increased market volatility and significant market losses.

Investments in the health care equipment and services industry, the software and services industry, and the media and entertainment industry are subject to a number of risks, including risks associated with limited product lines, technological developments, regulatory changes, the impact of research and development costs, and changing consumer preferences.

The fund concentrates its investments in certain sectors. Narrowly focused investments typically exhibit higher volatility.

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Investments in emerging markets generally are less liquid, more volatile and riskier than investments in more developed markets and are considered to be speculative.

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