

PROSHARES ONLINE RETAIL ETF (ONLN)

Invest in How We Shop

Beyond the Big Names: Explore ONLN's Diverse E-commerce Holdings

How the world shops—and its move from traditional stores to online retail—is a major transformative trend that continues to have growth potential. ONLN lets investors tap into this potential by pinpointing retailers that principally sell online or through other non-store channels.

ONLN has a modified market cap weighting that puts emphasis on the well-known leaders in e-commerce like Amazon and Alibaba, but also provides exposure to other innovative companies that are reshaping global retail.

What are some of these companies? Let's take a look.



Chewy, Inc. | Headquarters: Dania Beach, Florida

- A leading online retailer selling pet food, toys, veterinary medications and other pet-related products.
- With more than 100,000 products available and fifteen fulfillment centers, Chewy provides cost-effective overnight delivery to approximately 80% of the United States and two-day delivery to approximately 100%.

JD.com, Inc. | Headquarters: Beijing, China

- JD.com is China's largest e-commerce company by revenue and a member of the Fortune Global 500.
- In addition to offering convenient online and in-person payment options, JD.com has established a nationwide fulfillment infrastructure and a last-mile delivery network—staffed by its own employees.

Etsy, Inc. | Headquarters: Brooklyn, New York

- Etsy is a global marketplace for unique and creative goods, connecting over 47 million active buyers with nearly 3 million active sellers.
- Etsy grew year-over-year gross merchandise sales over 141% in Q1 of 2021, generating \$220 million in revenue for the quarter.
- Etsy was added to the S&P500 in September 2020

About ONLN and the ProShares Online Retail Index

ONLN follows the ProShares Online Retail Index, which tracks retailers that principally sell online or through other non-store channels. The index uses a modified market-capitalization weighted approach, is rebalanced monthly and is reconstituted annually.

Retailers may include U.S. and non-U.S. companies, and to be eligible, retailers must be classified as an online retailer, an e-commerce retailer, or an internet or direct marketing retailer, according to standard industry classification systems; have a market capitalization of at least \$500 million; have a six-month daily average value traded of at least \$1 million; and meet other requirements. When the index is rebalanced, it is weighted so that no company exceeds 24% of the value of the index, the sum of companies individually weighing more than 4.5% does not exceed 50% of the value of the index, and the total weight of all non-U.S. companies is capped at 25% of the value of the index.

See Who Else is in the ProShares Online Retail Index

Ticker	Name	Modified Market-Cap Weight	Ticker	Name	Modified Market-Cap Weight
AMZN	Amazon.com Inc.	23.22%	RVLV	Revolve Group Inc.	1.91%
BABA	Alibaba Group Holding Ltd.-Sponsored ADR	16.49%	LQDT	Liquidity Services Inc.	1.90%
EBAY	eBay Inc.	4.71%	POSH	Poshmark Inc.	1.87%
JD	JD.com Inc.	4.53%	PRTS	Carparts.com Inc.	1.85%
PDD	Pinduoduo Inc.	3.57%	W	Wayfair Inc.	1.84%
CHWY	Chewy Inc.-Class A	3.36%	LE	Lands' End Inc.	1.79%
DASH	DoorDash Inc.	2.69%	PETS	PetMed Express Inc.	1.77%
ETSY	Etsy Inc.	2.34%	SE	Sea Ltd.	1.72%
FIGS	FIGS Inc.-Class A	2.04%	REAL	RealReal Inc./The	1.71%
SSTK	Shutterstock Inc.	2.01%	OSTK	Overstock.com Inc.	1.66%
WISH	ContextLogic Inc.	1.94%	QRTEA	Qurate Retail Inc.	1.62%
FLWS	1-800-Flowers.com Inc.-Class A	1.93%	GRPN	Groupon Inc.	1.56%

Index constituents as of 6/30/2022 Sum of weightings may not equal 100% due to rounding. Subject to change.

About ProShares' Retail Disruption ETFs

ONLN is part of a suite of Retail Disruption ETFs that offer investors exposure to the transformation of the retail industry.

- **ProShares Long Online/Short Stores ETF (CLIX)** combines a 100% long position in retailers that primarily sell online or through other non-store channels with a 50% short position in those that rely principally on physical stores.
- **ProShares Decline of the Retail Store ETF (EMTY)** is specifically designed to benefit from the decline of bricksand-mortar retailers.

Get More Information About ONLN

Visit [ProShares.com](https://www.proshares.com) for complete fund information, holdings and more.

Holdings are subject to change. ProShares may invest in financial instruments (including derivatives) that, in combination, should have daily price return characteristics similar to the fund's benchmark.

Index information does not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in an index.

Investing involves risk, including the possible loss of principal. This ProShares ETF is non-diversified and entails certain risks, including imperfect benchmark correlation and market price variance, that may decrease performance. Please see summary and full prospectuses for a more complete description of risks.

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.

International investments may involve risks from: geographic concentration, differences in valuation and valuation times, unfavorable fluctuations in currency, differences in generally accepted accounting principles, and from economic or political instability.

Investments in smaller companies typically exhibit higher volatility. Small- and mid-cap companies may have limited product lines or resources, may be dependent upon a particular market niche and may have greater fluctuations in price than the stocks of larger companies. Small- and mid-cap companies may lack the financial and personal resources to handle economic or industry-wide setbacks and, as a result, such setbacks could have a greater effect on small- and mid-cap security prices.

Investments in the consumer discretionary and retailing industries are subject to risks such as changes in domestic and international economies, interest rates, competition and consumer confidence; disposable household income; consumer tastes and preferences; intense competition; changing demographics; marketing and public perception; and dependence on third-party supplies and distribution systems.

Emerging markets are riskier than more developed markets because they may develop unevenly or may never fully develop. Investments in emerging markets are considered speculative.

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