ProShares Thematic ETFs transform today’s game-changing, global trends into actionable investment strategies with the potential for exponential growth. Our ETFs converge around a series of unique and powerful ideas that are additive to investors’ portfolios, with a focus on long-term, sustainable opportunities created by:

- **Evolving consumer behavior**
- **Advancements in technology**
- **Shifting demographics**

### Pillars of the ProShares process

Every ProShares thematic ETF is built around an investment thesis that is:

- **Observable**
  Real-life, consumer and business observations pressure-tested with insights from independent business, market, and macroeconomic data sources.

- **Sustainable**
  Demonstrable themes with the potential to generate revenue, transform industries, and grow substantially over the long-term.

- **Definable**
  A clear strategy rooted in a new or novel idea, distinctive approach, or differentiated execution.

- **Investable**
  An identifiable, rules-based index (or group of indices) that is closely aligned with a fund’s strategic objectives.
Helping Investors Build Smarter Portfolios

ProShares Thematic ETFs are part of the latest phase of the ETF revolution. Our funds are not constrained by style boxes and make cross-sector, cross-industry opportunities investable.

Understanding the ProShares Thematic ETF Universe

ProShares Thematic ETFs make it easy and convenient for investors to get exposure to themes they care about, without the need to research and select single stocks. Among our themes:

- Smart materials
- Smart factories
- Big data
- Clean tech
- Core battery metals
- Infrastructure
- On-demand platforms
- Nanotech
- Pet care
- Retail disruption
- Global transformational changes
- Advancing technology
- Evolving consumer behavior
- Shifting demographics

Drivers of thematic investing opportunities

Evolving consumer behavior
Shifting demographics
Advancing technology
The ProShares Lineup of Thematic ETFs

ProShares has been at the forefront of the ETF revolution since 2006. We invite you to explore our lineup of ProShares thematic ETFs, and to visit us online at proshares.com.

Funds and descriptions

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Interested in learning more?

Financial professionals can contact ProShares at 866-776-5125 #1 or email info@proshares.com for additional information about ProShares’ Thematic ETFs and our other investment products.
Important information

There is no guarantee any ProShares ETF will achieve its investment objective.

Investing involves risk, including the possible loss of principal. These ProShares ETFs are subject to certain risks, including the risk that the funds may not track the performance of the index and that the funds’ market price may fluctuate, which may decrease performance. Please see summary and full prospectuses for a more complete description of risks.

Investments in these industries are subject to risks associated with a developing industry as well as changing technology and there is no guarantee that these companies will be successful. A more complete discussion of risks is found in the prospectuses.

The index themes may not be the primary driver of company, index or fund performance. Companies in the index may have significant unrelated business lines, which could have a significant negative impact on company, index and fund performance.

These funds are non-diversified and concentrate their investments in certain sectors. Non-diversified and narrowly focused investments typically exhibit higher volatility.

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.

Shares of any ETF are generally bought and sold at market price (not NAV) and are not individually redeemed from the fund. Brokerage commissions will reduce returns.

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