

## BIG DATA REFINERS: BIG DATA, BIGGER OPPORTUNITY

### What May Drive Growth in the Big Data Industry?

1. Data is being created at an unprecedented rate—approximately 64 zettabytes (six trillion gigabytes) of data was generated in 2020. For businesses, data has become an important commodity, and unlocking insights can improve efficiencies and reduce costs.
2. Ninety-two percent of corporate executives say the pace of their big data and AI investments has accelerated, according to a 2021 NewVantage Partners survey of Fortune 1000 companies. Of those surveyed, 81% were optimistic about the future of AI and big data in their firms.
3. The global big data market has expanded quickly, reaching \$208 billion in 2020. By 2026, it is projected to grow to \$450 billion, according to a 2021 Expert Market Research Report.

### How Are Big Data Refiners Changing Business?

#### Seamless Tech Experience for Real Estate

##### DATADOG

Real estate company Compass uses technology to help agents and clients sell and rent real estate. Compass previously relied on products that had maintenance challenges and limited data transparency. Compass worked with cloud monitoring service Datadog to implement a seamless front-end and back-end experience that improved data visibility and reduced administration overhead.

#### Enhancing Data Accessibility for Credit Card Payments

Credit card payment company VESCA processes more than 10 million transactions across tens of thousands of terminals per month and needed a better way to protect customers' data and monitor for unauthorized access. The Japanese company turned to Splunk, a data processing platform that helped VESCA centrally manage disparate data streams and convert unstructured data into usable formats.

##### SPLUNK

#### Reducing Experiment Times from Days to Minutes

##### MONGODB

Thermo Fisher needed a database that could manage and examine a variety of fast-changing data. Due to high performance and flexibility, the global science company transitioned some of its databases to MongoDB Atlas, a cloud-based service that not only reduced the complexity of the data sets, but also delivered 6x performance with 40x less code.

### Access the Opportunity with ProShares Big Data Refiners ETF

ProShares Big Data Refiners ETF (DAT) invests in companies that help businesses process massive amounts of data to draw competitive insights. The fund seeks investment results, before fees and expenses, that track the performance of the FactSet Big Data Refiners Index.

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## IMPORTANT INFORMATION

**This is not intended to be investment advice.**

Sources: ProShares; Datacenter News, March, 2021; Expert Market Research, Global Big Data Market Size, Share, Growth, and Forecast 2021-2026, June 2021; NewVantage Partners, 2021 Big Data and AI Executive Survey, 2021; Datadog, 2021; MongoDB, 2016; Splunk, 2021. **There is no guarantee forecasts will be met.**

As of 9/15/2021, the FactSet Big Data Refiners Index included allocations of 6.24% to MongoDB, 6.15% to Datadog, and 5.27% to Splunk. The fund and index did not have holdings in Thermo Fisher, Compass, and VESCA. Holdings are subject to change.

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

Investments in big data technology are subject to risks associated with a developing industry and there is no guarantee that these companies will be successful. Big data companies may have limited product lines, markets, and resources. Such companies are subject to risks such as rapid changes in technology; short product life cycles; impairment of intellectual property rights; intense competition; evolving industry standards and regulations; security and privacy failures or constraints; dependence on third-party vendors; and the impact of research and development and mergers and acquisition costs. The index theme 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. This fund may be subject to additional risks associated with the software and services industry. A more complete discussion of risks is found in the prospectus.

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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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