

PROSHARES S&P TECHNOLOGY DIVIDEND ARISTOCRATS ETF (TDV)

Who Are the S&P Technology Dividend Aristocrats?

The Value of Well-Established Technology-Related Companies

Some investors are attracted to the return potential of investing in technology. But many early-stage companies are focused on emerging tech and rapid growth, which can lead to overvaluation and high volatility. Well-established technology-related companies, on the other hand, have typically changed how they allocate capital. They often demonstrate commitment to shareholders through dividends.

ProShares S&P Technology Dividend Aristocrats ETF (TDV) is the only ETF focusing on the well-established companies of the S&P Technology Dividend Aristocrats—quality names that have consistently raised their dividends for at least seven consecutive years. As a group, they have had hallmarks of quality like stable earnings, solid fundamentals, and often strong histories of profit and growth. Who are these companies and what kind of technology services do they provide? Let's look at a few of them.



Technology company developing industry-leading consumer electronics, computer software, music and online services.

Apple, Inc. (Nasdaq: AAPL) | 8 years of dividend growth | Cupertino, California

- Founded in 1976, the largest tech company by revenue and first trillion-dollar public U.S. company.
- The world's largest music retailer (iTunes) and the third-largest mobile phone manufacturer.
- Over 1.65 billion products in use worldwide and more than \$274 billion in revenue in 2020.



Worldwide interactive company developing immersive gaming and entertainment products and experiences.

Activision Blizzard, Inc. (Nasdaq: ATVI) | 10 years of dividend growth | Santa Monica, California

- Founded in 2008, a leading developer, publisher and distributor of interactive gaming, digital entertainment and leisure products for consoles, handheld platforms and PCs.
- World's #1 cross-platform gaming company, with over 400 million monthly users in 190 countries and \$8.09 billion in net revenue for 2020.



Payments company connecting consumers, businesses, banks and governments.

Visa, Inc. (NYSE: V) | 12 years of dividend growth | Foster City, California

- Founded in 1958, the world's second-largest card payment company with customers in over 200 countries and territories.
- Processed 140.8 billion transactions worth \$8.8 trillion, earning net revenues of \$21.8 billion in 2020.

Index Construction

Holdings are primarily companies from the information technology sector. They may also include technology-related companies in the communication services and consumer discretionary sectors, which may cover internet direct marketing retail, interactive home entertainment, and interactive media and services.

The index's requirement for seven years of consecutive dividend growth points to the historical strength and stability of its constituents. And the S&P Technology Dividend Aristocrats Index is equally weighted, which means performance is not overly dependent on just a few large holdings.

S&P Technology Dividend Aristocrats Index

The index held 38 companies with an average 12.16 years of consecutive dividend growth.

★ New for 2021

Name	Sub-Industries	Years
Automatic Data Processing	Data Processing & Outsourced Services	43
Badger Meter Inc.	Electronic Equipment & Instruments	28
Intl Business Machines Corp.	IT Consulting & Other Services	25
Cass Information Systems Inc.	Data Processing & Outsourced Services	19
Analog Devices Inc.	Semiconductors	17
Jack Henry & Associates Inc.	Data Processing & Outsourced Services	17
Qualcomm Inc.	Semiconductors	17
Texas Instruments Inc.	Semiconductors	17
Accenture plc A	IT Consulting & Other Services	15
Microsoft Corp.	Systems Software	15
Broadridge Financial Solutions Inc.	Data Processing & Outsourced Services	13
Visa Inc A	Data Processing & Outsourced Services	12
Activision Blizzard Inc.	Interactive Home Entertainment	10
Broadcom Inc.	Semiconductors	10
Corning Inc.	Electronic Components	10
Littelfuse Inc.	Electronic Components	10
TE Connectivity Ltd.	Electronic Manufacturing Services	10
Amphenol Corp A	Electronic Components	9
Cisco Systems Inc.	Communications Equipment	9
Intuit Inc.	Application Software	9
Mastercard Inc A	Data Processing & Outsourced Services	9
Motorola Solutions Inc.	Communications Equipment	9
Hewlett Packard Enterprise Co.	Technology Hardware Storage & Peripherals	9
HP Inc.	Technology Hardware Storage & Peripherals	9
KLA Corp.	Semiconductor Equipment	9
Microchip Technology Inc.	Semiconductors	9
Oracle Corp.	Systems Software	9
Paychex Inc.	Data Processing & Outsourced Services	9
PetMed Express.com Inc.	Internet & Direct Marketing Retail	9
Apple Inc.	Technology Hardware Storage & Peripherals	8
Booz Allen Hamilton Holding Corp A	IT Consulting & Other Services	8
Power Integrations Inc.	Semiconductors	8
Avnet Inc. ★	Technology Distributors	7
CDW Corp. ★	Technology Distributors	7
CSG Systems International Inc. ★	Data Processing & Outsourced Services	7
National Instruments Corp. ★	Electronic Equipment & Instruments	7
NetApp Inc. ★	Technology Hardware Storage & Peripherals	7
Perspecta Inc. ★	IT Consulting & Other Services	7

Index constituents as of 3/1/2021. Subject to change. TDV intends to hold securities in approximately the same proportion as the index, but there is no guarantee it will. If fewer than 25 stocks meet criteria, the index may include companies with shorter dividend growth histories.

Learn More

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

Sources: ProShares, visa.com, investor.apple.com, apple.com, activisionblizzard.com, investor.activision.com. Source of years: ProShares, S&P Dow Jones. Number of years of consecutive dividend growth is based on dividends paid during the calendar year and is calculated based on best efforts.

Any forward-looking statements herein are based on expectations of ProShare Advisors LLC at this time. ProShareAdvisors LLC undertakes no duty to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Investing is currently subject to additional risks and uncertainties related to COVID-19, including general economic, market and business conditions; changes in laws or regulations or other actions made by governmental authorities or regulatory bodies; and world economic and political developments.

Indexes are unmanaged and one cannot invest directly in any index. 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. 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.

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. Technology companies may be subject to intense competition, product obsolescence, general economic conditions and government regulation and may have limited product lines, markets, financial resources or personnel. 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 personnel 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. Please see summary and full prospectuses for a more complete description of risks. **There is no guarantee any ProShares ETF will achieve its investment objective.**

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