

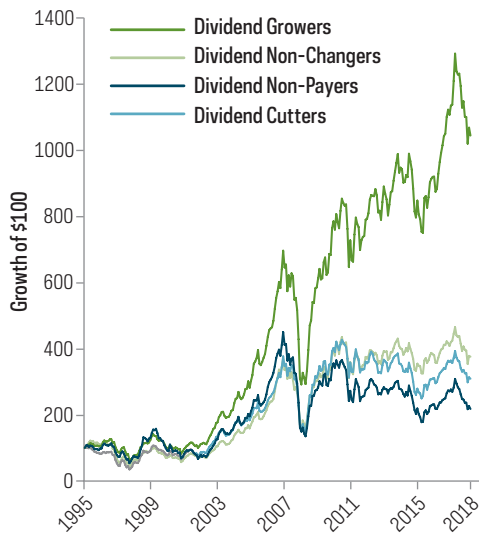
# EMDV MSCI EMERGING MARKETS DIVIDEND GROWERS ETF

## Zero In on the Best Dividend Growers in Emerging Markets

Companies that grew their dividends year over year outperformed those that didn't. Why invest in the ones that didn't grow dividends?

### Dividend growers outperformed in emerging markets

MSCI Emerging Markets Index  
January 1, 1996-December 31, 2018



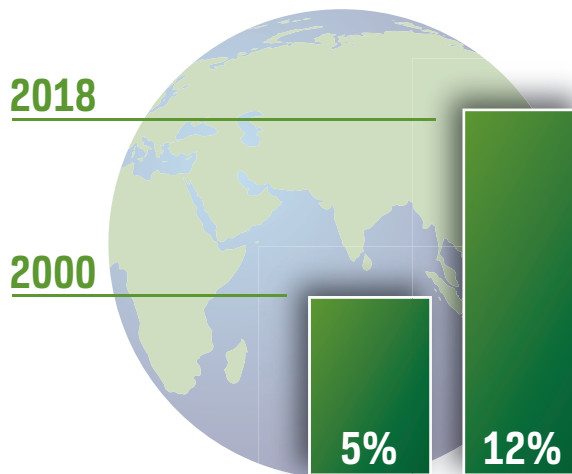
Source: Ned Davis Research, based on an analysis of MSCI Emerging Markets stocks from 1/1/96-12/31/18. Growth of a hypothetical \$100 in emerging markets countries in the Americas, Europe, the Middle East, Africa and Asia, divided into: Dividend Growers (dividends per share increased); Dividend Non-Changers (no change in dividend per share); Dividend Non-Payers (no dividends paid); Dividend Cutters (dividend per share decreased). Dividend activity measured over trailing 12 months. Assumes dividends reinvested and all are equally weighted. See page 4 for EMDV's most recent quarterly performance. Past performance does not guarantee future results.

### Dividend growth: Historically provided a clear signal of return potential

For exposure to emerging markets, you may look to an index like MSCI Emerging Markets. But why invest in the whole index if you can zero in on the companies with the longest history of dividend growth? Companies that consistently grow their dividends tend to be high-quality companies with the potential to weather market turmoil and can still deliver strong risk-adjusted total returns over time. Companies that cut or suspend a dividend may have cash flow problems or too much debt on the books.

Investing in the companies that have not only paid dividends but have consistently grown them over time has historically been an effective way to outperform the market.

### Emerging markets are too big to ignore. EMDV focuses on those with the longest records of dividend growth.



Since 2000, emerging markets have doubled as a percentage of the world's equity market capitalization. If you want to invest in emerging markets, EMDV may help you focus on the strongest performers.

Source: MSCI, as of December 31, 2018

# MSCI Emerging Markets Dividend Masters Index

## About the index

The MSCI Emerging Markets Dividend Masters Index:

- Invests in companies currently in MSCI Emerging Markets that have increased dividends every year for at least seven consecutive years
- Contains a minimum of 40 stocks, which are equally weighted
- Limits the weight of any single sector to no more than 30% of the index
- Caps any single country to no more than 50% of the index
- Is rebalanced to equal weight quarterly in February, May, August and November, with an annual reconstitution during the November rebalance

If fewer than 40 stocks meet criteria, the index may include companies with shorter dividend growth histories.

## Index highlights

**Seven years of consecutive dividend growth** points to strength and stability.

**Equal weighting methodology**, unlike traditional market cap weighting:

- Treats each company as a distinct investment opportunity without regard to its size
- Does not have any single large weightings, so it is not overly dependent on a few holdings for performance

**Broad diversification** across industry sectors.

## Target Dividend Growers in the World's Emerging Markets



## About the ETF

**Ticker Symbol:** EMDV

**Intraday Symbol:** EMDV.IV

**Bloomberg Index Symbol:** M1EMDMAR

**Investment Objective:** EMDV seeks investment results, before fees and expenses, that track the performance of the MSCI Emerging Markets Dividend Masters Index.

**Inception:** 1/25/2016

## Advantages of EMDV

### Outperformance of dividend growers

Companies that grew their dividends outperformed those that didn't, with lower volatility.<sup>1</sup>

### Longest records of dividend growth

EMDV is the only ETF that tracks the MSCI Emerging Markets Dividend Masters Index—the companies in the MSCI Emerging Markets Index with at least seven consecutive years of dividend growth.

### Leader in dividend growers ETFs

EMDV is part of the largest suite of ETFs focused on dividend growers, covering various U.S. market caps as well as international markets.

## Potential risks

### Market risk

Adverse developments in equity markets may cause the value of your investment to decrease.

### International risk

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 economic or political instability. In emerging markets, many risks are heightened, and lower trading volumes may occur.

### See prospectus

For more on risks, obtain a prospectus from your financial advisor or visit ProShares.com.

<sup>1</sup> Source: Ned Davis Research analysis of companies underlying the MSCI Emerging Markets Index, a leading emerging markets index. Data is from January 1, 1996-December 31, 2018.

## About ProShares

ProShares has been at the forefront of the ETF revolution since 2006. ProShares now offers one of the largest lineups of ETFs, with more than \$26 billion in assets. The company is the leader in strategies such as dividend growth, interest rate hedged bond and geared (leveraged and inverse) ETF investing. ProShares continues to innovate with products that provide strategic and tactical opportunities for investors to manage risk and enhance returns.

## Find out more

Visit [ProShares.com](http://ProShares.com) or consult your financial advisor.

## Fund performance and index history

Fund inception (January 25, 2016) through December 31, 2018

	Year to Date	1-Year	Fund Inception
ProShares MSCI Emerging Markets Dividend Growers ETF NAV Total Return	-6.70%	-6.70%	13.20%
ProShares MSCI Emerging Markets Dividend Growers ETF Market Price Total Return	-7.51%	-7.51%	12.86%
MSCI Emerging Markets Dividend Masters Index	-5.40%	-5.40%	14.51%

Source: ProShares, Bloomberg

EMDV's total operating expenses are 0.60%. **The performance quoted represents past performance and does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Shares are bought and sold at market price (not NAV) and are not individually redeemed from the fund. Market price returns are based upon the midpoint of the bid/ask spread at 4:00 p.m. ET (when NAV is normally determined for most funds) and do not represent the returns you would receive if you traded shares at other times. Brokerage commissions will reduce returns. Current performance may be lower or higher than the performance quoted. Standardized returns and performance data current to the most recent month end may be obtained by visiting [ProShares.com](http://ProShares.com).** 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. Indexes are unmanaged and one cannot invest directly in an index. Past performance does not guarantee future results.

**Investing involves risk, including the possible loss of principal.** This ProShares ETF is diversified and entails certain risks, including imperfect benchmark correlation and market price variance, that may decrease performance. 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. In emerging markets, many risks are heightened, and lower trading volumes may occur. 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.**

**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 advisor or broker-dealer representative or visit [ProShares.com](http://ProShares.com).**

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