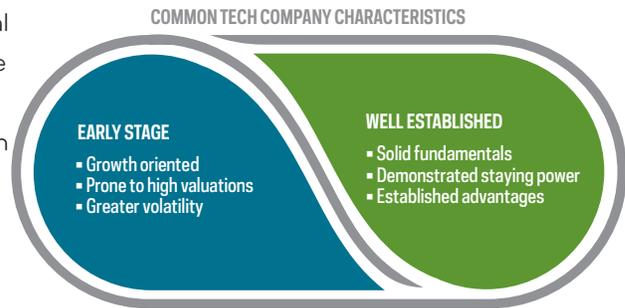


**TDV S&P TECHNOLOGY DIVIDEND ARISTOCRATS ETF**

**The Value of Well-Established Technology Companies**

Some investors are naturally attracted to the return potential of investing in technology companies. But many early-stage companies are focused on emerging technologies and rapid sales growth, which can lead to overvaluation and high volatility. Technology companies that are more established in their life cycles have typically changed how they allocate capital. They often demonstrate a greater commitment to their shareholders through dividends.



**Who Are the S&P Technology Dividend Aristocrats?**

The S&P® Technology Dividend Aristocrats® are well-established, technology-related companies that have demonstrated a commitment to shareholders not only by paying dividends, but by consistently growing them.



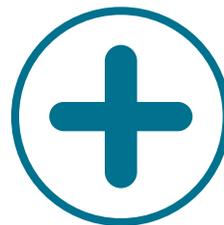
**Well-established companies**



**Demonstrated commitment to shareholders**



**Uninterrupted dividend growth over time**



**98% have had positive earnings**



**Stronger Profit Margins**

Sources: FactSet, Bloomberg. Current constituents of the S&P Technology Dividend Aristocrats have delivered more consistent earnings growth (98.5% vs 54.6% positive EPS) and higher average profit margins (14.4% vs. 12.1%) compared with the constituents of S&P TMI Information Technology Index, 1/1/15-6/30/2020

**The Only ETF Focused on the Technology Dividend Aristocrats**

ProShares S&P Technology Dividend Aristocrats ETF (TDV) is the only ETF providing investors with the opportunity to invest in the S&P Technology Dividend Aristocrats—quality names that have consistently raised their dividends for at least seven consecutive years. As a group, S&P Technology Dividend Aristocrats have had hallmarks of quality like stable earnings, solid fundamentals, and often strong histories of profit and growth.

# How the S&P Technology Dividend Aristocrats Index Works

The S&P Technology Dividend Aristocrats Index targets well-established, technology-related companies that have raised their dividends for a minimum of seven consecutive years. Index holdings are primarily companies from the information technology sector. But the index 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.

As of July 1, 2020 the index held 37 companies, with an average 12 years of consecutive dividend growth.

Name	Sub-Industry	Years
Automatic Data Processing	Data Processing & Outsourced Services	42
Badger Meter Inc	Electronic Equipment & Instruments	27
Intl Business Machines Corp	IT Consulting & Other Services	24
Cass Information Systems Inc	Data Processing & Outsourced Services	18
Maxim Integrated	Semiconductors	17
Analog Devices Inc	Semiconductors	16
Jack Henry & Associates Inc.	Data Processing & Outsourced Services	16
Qualcomm Inc	Semiconductors	16
Texas Instruments Inc	Semiconductors	16
Xilinx Inc	Semiconductors	15
Accenture plc A	IT Consulting & Other Services	14
Microsoft Corp	Systems Software	14
Broadridge Financial Solutions Inc.	Data Processing & Outsourced Services	12
Visa Inc A	Data Processing & Outsourced Services	11
Activision Blizzard Inc	Interactive Home Entertainment	9
Broadcom Inc	Semiconductors	9
Corning Inc	Electronic Components	9
Littelfuse Inc	Electronic Components	9
TE Connectivity Ltd.	Electronic Manufacturing Services	9
Amphenol Corp A	Electronic Components	8
Cisco Systems Inc	Communications Equipment	8
FLIR Systems Inc	Electronic Equipment & Instruments	8
Intuit Inc	Application Software	8
MKS Instruments Inc	Semiconductor Equipment	8
Mastercard Inc A	Data Processing & Outsourced Services	8
Motorola Solutions Inc	Communications Equipment	8
Apple Inc.	Technology Hardware Storage & Peripherals	7
Booz Allen Hamilton Holding Corp A	IT Consulting & Other Services	7
HP Inc	Technology Hardware Storage & Peripherals	7
Hewlett Packard Enterprise Co	Technology Hardware Storage & Peripherals	7
KLA Corporation	Semiconductor Equipment	7
Microchip Technology Inc	Semiconductors	7
Nvidia Corp	Semiconductors	7
Oracle Corp	Systems Software	7
Paychex Inc	Data Processing & Outsourced Services	7
PetMed Express.com Inc	Internet & Direct Marketing Retail	7
Power Integrations Inc	Semiconductors	7
<b>Average Consecutive Years of Dividend Growth</b>		<b>12</b>

## Index Highlights

- **Seven years of consecutive dividend growth** points to the general past strength and stability of the index constituents.
- **Equal weighting methodology**, unlike market cap weighting:
  - Treats each company as a distinct investment opportunity without regard to its size.
  - Does not have any single large weighting, so the index is not overly dependent on a few holdings for performance.
- **Is rebalanced quarterly** to equal weights in January, April, July and October, with an annual reconstitution during the January rebalance.

Source: S&P Dow Jones Indices. Constituents are subject to change. If fewer than 25 stocks meet criteria, the index may include companies with shorter dividend growth histories.

## About the ETF

Ticker Symbol: TDV

Intraday Symbol: TDV.IV

Bloomberg Index Symbol: SPTDAUT

Investment Objective: TDV seeks investment results, before fees and expenses, that track the performance of the S&P Technology Dividend Aristocrats Index.

Inception: 11/5/19

## Key takeaways

### The only technology-focused dividend growth fund

ProShares S&P Technology Dividend Aristocrats ETF (TDV) is the only ETF focusing on well-established, technology-related companies that have consistently raised their dividends for at least seven consecutive years.

### A quality-focused strategy

S&P Technology Dividend Aristocrats are well-established and have demonstrated a commitment of returning capital to shareholders. As a group, they have displayed hallmarks of quality like stable earnings, solid fundamentals, and often strong histories of profit and growth.

### From the leader in dividend growers ETFs

TDV is part of the ProShares Dividend Growers ETFs family—a suite of domestic and international ETFs that invest in the best dividend growers in their respective categories.

## Key potential risks

### Market Risk

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

### Mid-Cap and Small-Cap Stocks

Investments in smaller companies typically exhibit higher volatility.

### Technology Companies

Technology companies face certain risks that may adversely affect profitability.

### See Prospectus

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

## 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 \$42 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](https://www.proshares.com) or consult your financial professional.

This is not meant to be investment advice. Past performance does not guarantee future results. Index performance does not reflect any management fees, transaction costs or expenses. 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

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

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.

**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.**

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