

# RUSSELL U.S. DIVIDEND GROWERS ETF

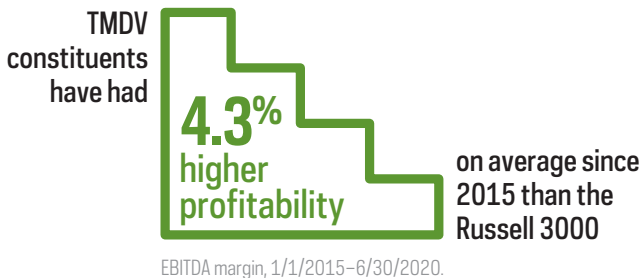
## Dividend Growers—A Rare Breed of Quality

Investors looking to build a durable equity portfolio with quality companies at its core may want to consider a dividend growers strategy—specifically one that invests in companies with the longest track records of dividend growth. The ProShares Russell U.S. Dividend Growers ETF (TMDV) is the only total market (large-, mid- and small-cap) ETF focusing on a rare breed of high-quality companies from the Russell 3000 Index that have raised their dividends for at least 35 consecutive years.

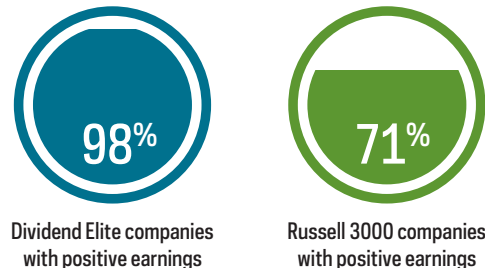


## How the Strategy Captures Quality

The Russell 3000® Dividend Elite Index, which TMDV tracks, is composed of quality names that, as a group, have had stable earnings, solid fundamentals, and often strong histories of profit and growth.



## More Consistent Earnings Growth



FactSet. Current Russell 3000 Dividend Elite Index constituents vs Russell 3000 constituents, 1/1/13-6/30/2020.

## Get the Nations' Best Dividend Growers in One Total Market ETF

ProShares Russell U.S. Dividend Growers ETF (TMDV) offers investors a way to invest in a portfolio of high-quality domestic companies, well-diversified across market caps and industry sectors. TMDV is part of the ProShares Dividend Growers ETFs family, U.S. and international ETFs that invest in the best dividend growers with the longest records of dividend growth in their respective categories.

## How the Strategy Works

ProShares Russell U.S. Dividend Growers ETF follows the Russell 3000 Dividend Elite Index—quality companies that have not just paid dividends, but grown them for at least 35 consecutive years. The Dividend Elite's parent index is the Russell 3000, which is a "total market" index representing approximately 98% of the investable U.S. large-, mid and small-cap equity market. As of July 1, 2020, the index held 69 companies, with an average 48 years of consecutive dividend growth.

### Top Sector Weights by Market Cap (as of 7/1/2020)

Large Caps—58% of Index		Mid Caps—32% of Index		Small Caps—10% of Index	
Consumer Staples	17.50%	Financials	7.40%	Utilities	4.26%
Industrials	11.64%	Utilities	7.23%	Industrials	2.89%
Materials	5.93%	Industrials	5.82%	Consumer Staples	2.85%
Consumer Discretionary	5.86%	Materials	5.71%	Consumer Discretionary	0.00%
Health Care	5.83%	Consumer Staples	1.58%	Communication Services	0.00%

### Constituents with the Longest Records of Dividend Growth (as of 7/1/2020)

Large Caps		Mid Caps		Small Caps	
Procter & Gamble	66 yrs	American States Water	66 yrs	Northwest Natural Holding Company	64 yrs
Dover Corp	64 yrs	ABM Industries Inc	55 yrs	Tootsie Roll Ind	56 yrs
Genuine Parts	63 yrs	Fuller H B Co	52 yrs	SJW Group	52 yrs
Emerson Electric	63 yrs	Stepan Co	52 yrs	Universal Corp	49 yrs
3M Company	61 yrs	Federal Realty Invs	52 yrs	Tennant Co	47 yrs

Source: FTSE Russell. Constituents are subject to change. If fewer than 40 stocks meet criteria, the index may include companies with shorter dividend growth histories.

### Index Highlights

- **35 years of consecutive dividend growth** points to the general strength and stability of the index constituents.
- **Contains a minimum of 40 stocks.**
- **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.
- **Well diversified** across sectors and market caps.
  - Limits the weight of any single sector to no more than 30% of the total index.
  - Covers companies from \$787 million to \$370 billion in market capitalization.
- **Is rebalanced quarterly** to equal weight in March, June, September and December, with an annual reconstitution during the June rebalance.

## About the ETF

Ticker Symbol: TMDV

Intraday Symbol: TMDV.IV

Bloomberg Index Symbol: R3DETR

Investment Objective: TMDV

seeks investment results, before fees and expenses, that track the performance of the Russell 3000 Dividend Elite Index.

Inception: 11/5/19

## Key takeaways

### Highest requirements for dividend growth

TMDV is the only total market ETF focusing on a rare breed of Russell 3000 companies that have raised their dividends for at least 35 consecutive years—the longest record required of any dividend growth ETF.

### A straightforward way to invest in quality across the total market

TMDV provides a diverse portfolio of large-, mid- and small-cap stocks in one ETF—companies that, as a group, have exhibited hallmarks of quality like stable earnings, solid fundamentals and strong histories of profit and growth.

### From the leader in dividend growers ETFs

TMDV 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.

### See Prospectus

For more on risks, obtain a prospectus from your financial professional or visit [ProShares.com](http://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

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**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. 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.**

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. Obtain them from your financial professional or broker-dealer representative or visit [ProShares.com](https://www.proshares.com).**

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