



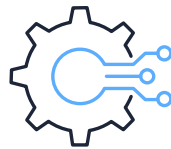
THEMATIC OPPORTUNITIES

Today's Game-Changing Trends, Tomorrow's Growth Opportunities

ProShares Thematic ETFs transform today's game-changing, global trends into actionable investment strategies with the potential for exponential growth. Our ETFs converge around a series of unique and powerful ideas that are additive to investors' portfolios, with a focus on long-term, sustainable opportunities created by:



**Evolving consumer
behavior**



**Advancements
in technology**



**Shifting
demographics**

Pillars of the ProShares process

Every ProShares thematic ETF is built around an investment thesis that is:

Observable

Real-life, consumer and business observations pressure-tested with insights from independent business, market, and macroeconomic data sources.

Sustainable

Demonstrable themes with the potential to generate revenue, transform industries, and grow substantially over the long-term.

Definable

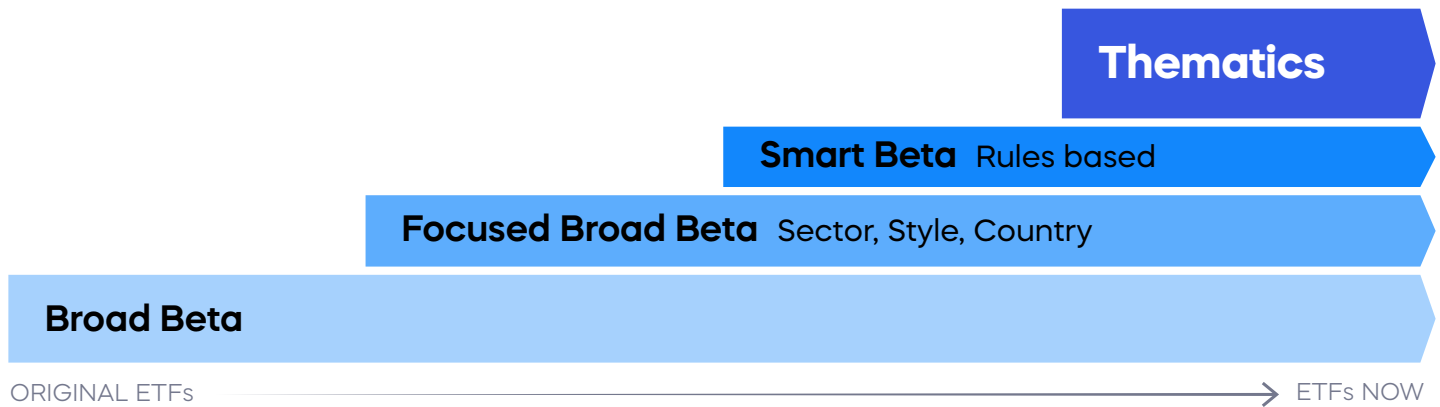
A clear strategy rooted in a new or novel idea, distinctive approach, or differentiated execution.

Investable

An identifiable, rules-based index (or group of indices) that is closely aligned with a fund's strategic objectives.

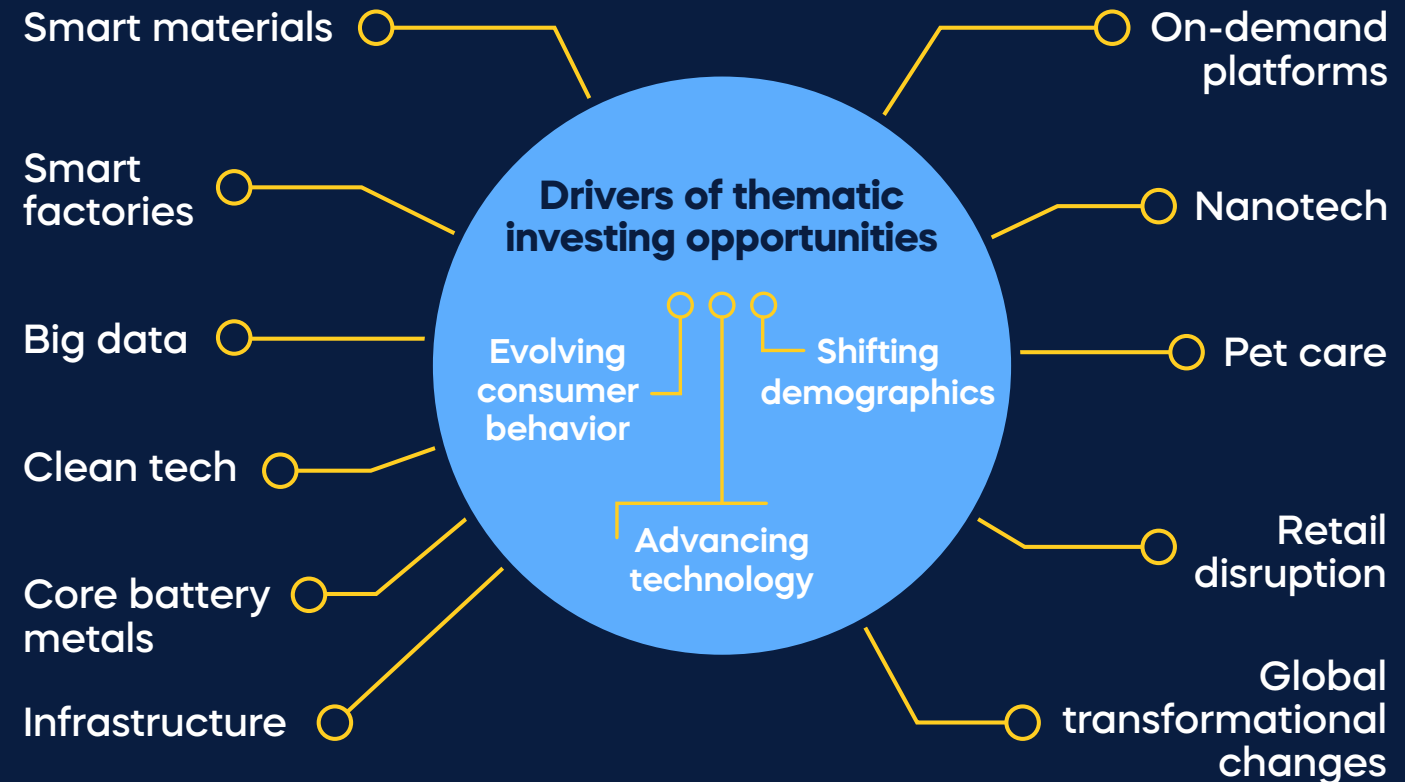
Helping Investors Build Smarter Portfolios

ProShares Thematic ETFs are part of the latest phase of the ETF revolution. Our funds are not constrained by style boxes and make cross-sector, cross-industry opportunities investable.



Understanding the ProShares Thematic ETF Universe

ProShares Thematic ETFs make it easy and convenient for investors to get exposure to themes they care about, without the need to research and select single stocks. Among our themes:



The ProShares Lineup of Thematic ETFs

ProShares has been at the forefront of the ETF revolution since 2006. We invite you to explore our lineup of ProShares thematic ETFs, and to visit us online at proshares.com.

Funds and descriptions

TICKER	INDEX	ETF THEME
ANEW	MSCI Transformational Changes ETF	Accelerating trends affecting how we work, take care of our health, and consume and connect
CLIX	Long Online/ Short Stores ETF	Offering a 100% long position in online retailers and a 50% short position in traditional bricks-and-mortar retailers
CTEX	S&P Kensho Cleantech ETF	Developing and building the green technologies that could power the future in areas like hydro, solar, wind, and geothermal
DAT	Big Data Refiners ETF	Companies that help businesses process massive amounts of data to draw competitive insights
EMTY	Decline of the Retail Store ETF	Short exposure to select traditional bricks-and-mortar retailers
ION	S&P Global Core Battery Metals ETF	Companies that may benefit from mining the metals critical to battery production.
MAKX	S&P Kensho Smart Factories ETF	Automating manufacturing activities by integrating physical assets with digital capabilities
OND	On-Demand ETF	Leading the way in providing seamless and convenient services at the touch of a button
ONLN	Online Retail ETF	Pinpointing retailers that principally sell online and are reshaping the retail space
PAWZ	Pet Care ETF	Investing in the companies standing to benefit from the proliferation of pet ownership
TINT	Smart Materials ETF	Companies that develop, research or produce materials with adaptive properties
TINY	Nanotechnology ETF	Technology invisible with a conventional microscope that can transform lives and revolutionize industries
TOLZ	DJ Brookfield Global Infrastructure ETF	Companies whose primary business is owning and operating infrastructure assets

Interested in learning more?

Financial professionals can contact ProShares at **866-776-5125** #1 or email info@proshares.com for additional information about ProShares' Thematic ETFs and our other investment products.

Important information

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

Investing involves risk, including the possible loss of principal. These ProShares ETFs are subject to certain risks, including the risk that the funds may not track the performance of the index and that the funds' market price may fluctuate, which may decrease performance. Please see summary and full [prospectuses](#) for a more complete description of risks.

Investments in these industries are subject to risks associated with a developing industry as well as changing technology and there is no guarantee that these companies will be successful. A more complete discussion of risks is found in the prospectuses.

The index themes 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.

These funds are non-diversified and concentrate their investments in certain sectors. Non-diversified and narrowly focused investments typically exhibit higher volatility.

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.

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.

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