



Investing Based On Trends, Not Emotions



PACER ETFs
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Following the Trend

In today's uncertain and volatile economy, investors can be apprehensive about the market and how to navigate it. Most people are familiar with the technology bubble in the early 2000s and the recession from 2007-2009, but there have been more than 25 bear markets since the Great Depression of 1929. Following a trend allows investors to be more confident in their decision making.

What Is Trend Following?

Trends are found in all facets of life, from cars to music to clothes. In investing, a trend is an indication of what's happening in the market. Some trends last for a few months and others last for years, even decades. A trend following strategy allows investors to follow the price movement of an investment over time using an unbiased approach.

Why Trend Following?

Many investors fall victim to emotional investing causing them to buy high and sell low. Trend following strategies remove emotions and speculation from the investment decision making process. The goal is to use an indicator to participate in positive trends and avoid negative trends. The indicator may not be right every time, but the goal is to be right enough times to prevent devastating losses.

Identifying a Trend

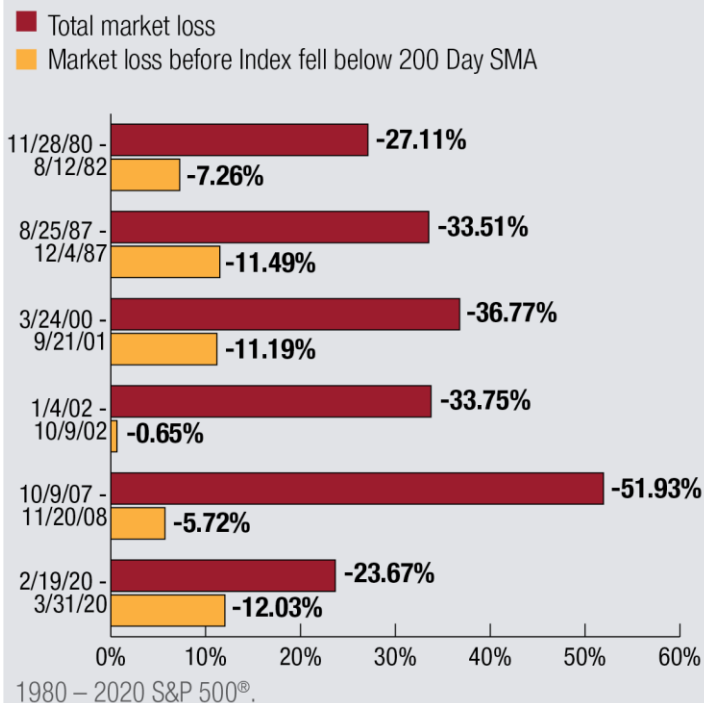
A common way for investors to follow a trend is to use a moving average. A moving average can be defined as the average of closing values over a designated time period. The 200 day simple moving average (200 Day SMA) is used by market analysts as a key indicator for determining overall long-term trends.

Bear Market: A market condition in which the prices of securities are falling. Although figures can vary, for many, a downturn of 20% or more in multiple broad market indexes over at least a two-month period is considered an entry into a bear market.

Last 6 Bear Markets

1980-2020

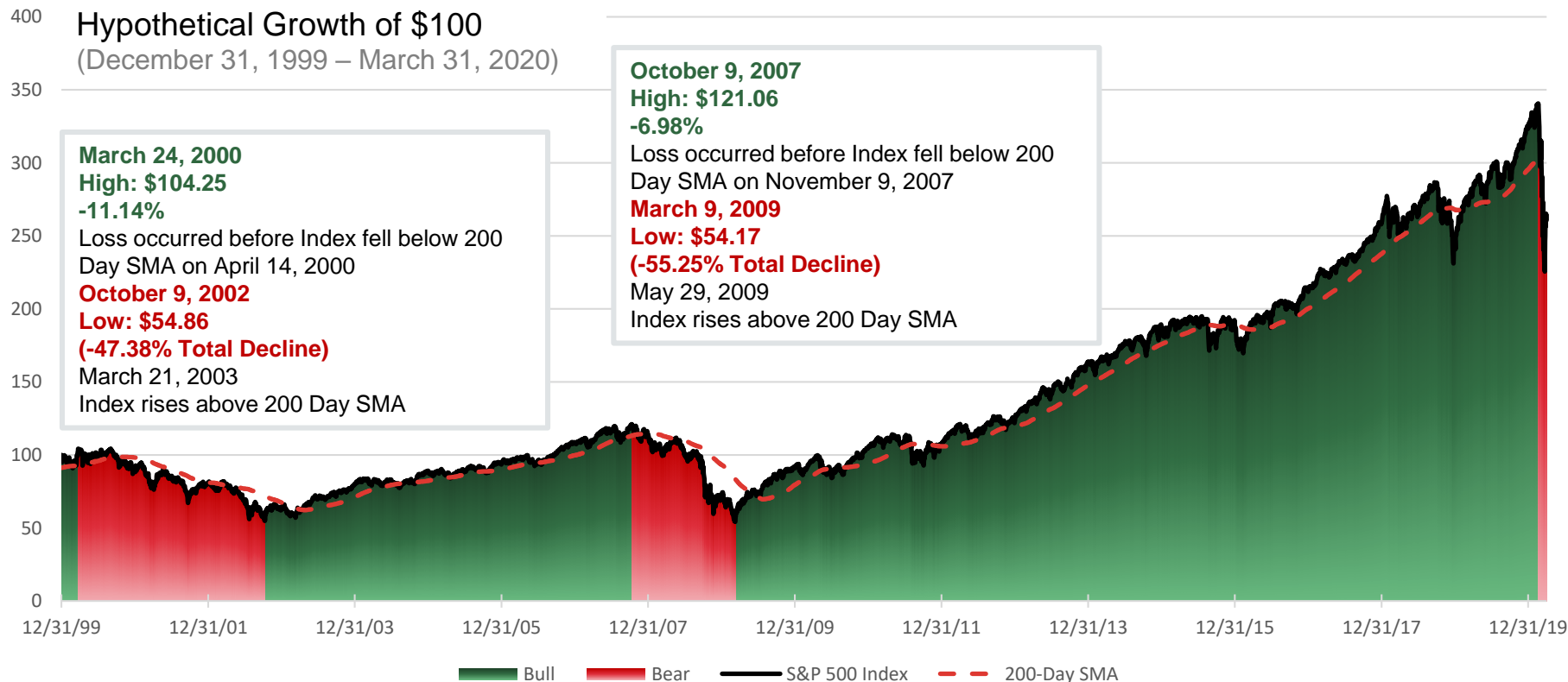
The 200 day simple moving average has proven to be an early indicator of a bear market. Evaluating the last 6 bear markets with losses of 20% or more, the majority of market loss was after the Index fell below the 200 Day SMA.



Source: Bloomberg

Let's look at how a 200 Day Simple Moving Average works in investment decision making.

The 200 day simple moving average (SMA) is a good indicator of long-term trends. The illustration below shows the history of the S&P 500® Total Return Index and its 200 day simple moving average. When the Index falls below its 200 Day SMA, it is a warning sign that a long-term negative trend could develop. Conversely, when the Index rises above the 200 Day SMA, it is an indication that a long-term positive trend could develop.



PAST PERFORMANCE IS NOT INDICATIVE OF FUTURE RESULTS.

You cannot invest directly in an index.

There is no guarantee that this investment strategy will succeed, the strategy is not an indicator of future performance and investment results may vary. The investment strategy presented is not appropriate for every investor and individual clients should review with their financial advisors the terms and conditions and risk involved with specific products or services.

Pacer Trendpilot Strategy

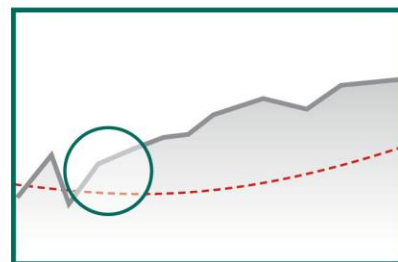
The Pacer Trendpilot US Large Cap ETF is an exchange traded fund that seeks to track the total return performance, before fees and expenses, of the Pacer Trendpilot US Large Cap Index.

STRATEGY OVERVIEW

An objective, rules-based trend following strategy that changes exposure based on 3 indicators.

100% S&P 500® Index

Equity Indicator: When the S&P 500® Total Return Index closes **above** its 200 day simple moving average (200 Day SMA) for five consecutive business days, the exposure of the Index will be 100% to the S&P 500® Index.¹ From the equity position, the Index will change to the 50/50 position or the T-Bill position depending on the 50/50 Indicator and the T-Bill Indicator.



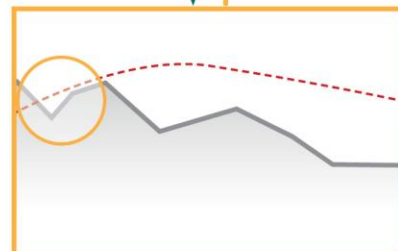
Legend:

— Index Value

- - - Index 200 Day Simple Moving Average

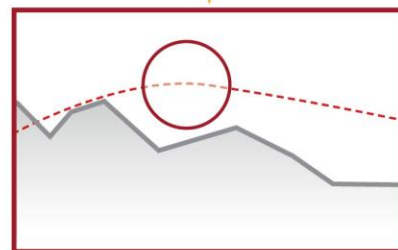
50% S&P 500® Index, 50% T-Bills

50/50 Indicator: When the S&P 500® Total Return Index closes **below** its 200 Day SMA for five consecutive business days, the exposure of the Index will be 50% to the S&P 500® Index and 50% to 3-Month US Treasury bills.¹ From the 50/50 position, the Index will return to the equity position or change to the T-Bill position depending on the Equity Indicator or T-Bill Indicator.



100% T-Bills

T-Bill Indicator: When the S&P 500® Total Return Index's 200 Day SMA closes lower than its value from five business days earlier, the exposure of the Index will be 100% to 3-Month US Treasury bills.¹ From the T-Bill position, the Index will change to the equity position when the Equity Indicator is triggered. The Index will not return to its 50/50 position unless the Equity Indicator is first triggered.



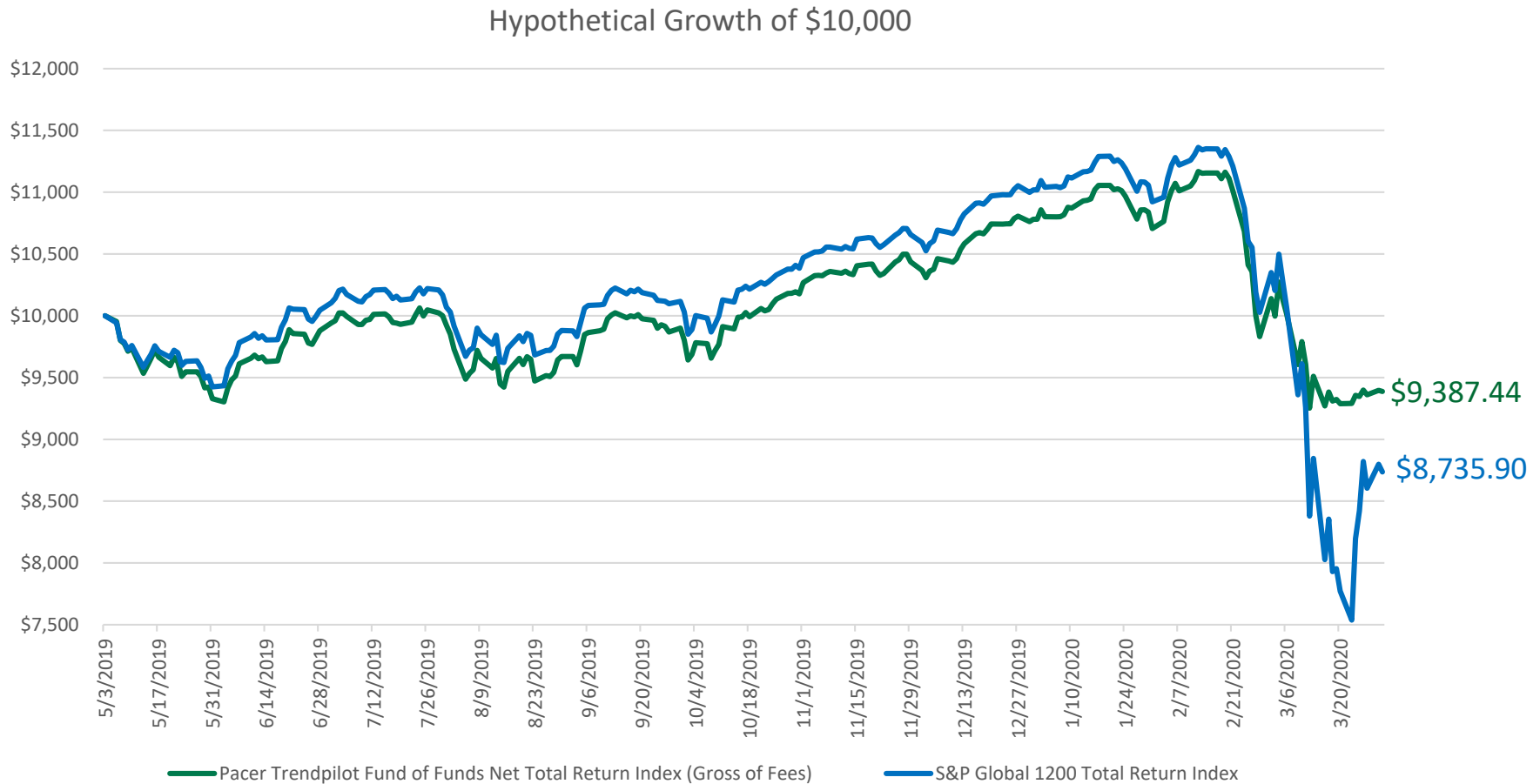
The graphs illustrate the Pacer Trendpilot® methodology based on hypothetical movements in a benchmark index and its 200 day simple moving average. This does not demonstrate historical data, and is not an indication of how any Index or Pacer Trendpilot® methodology will perform in the future. If the conditions mentioned in the graph are not satisfied, the trend of the benchmark index will be the same as the trend of the benchmark index on the immediately preceding business day.

⁽¹⁾Any trend change will become effective at the close of business on the first business day after the indicator for the change is triggered. The Index will be in a new position effective on the second business day.

Pacer Trendpilot Fund of Funds Index vs S&P Global 1200 Index Since Pacer Index Inception

Hypothetical Growth of \$10,000

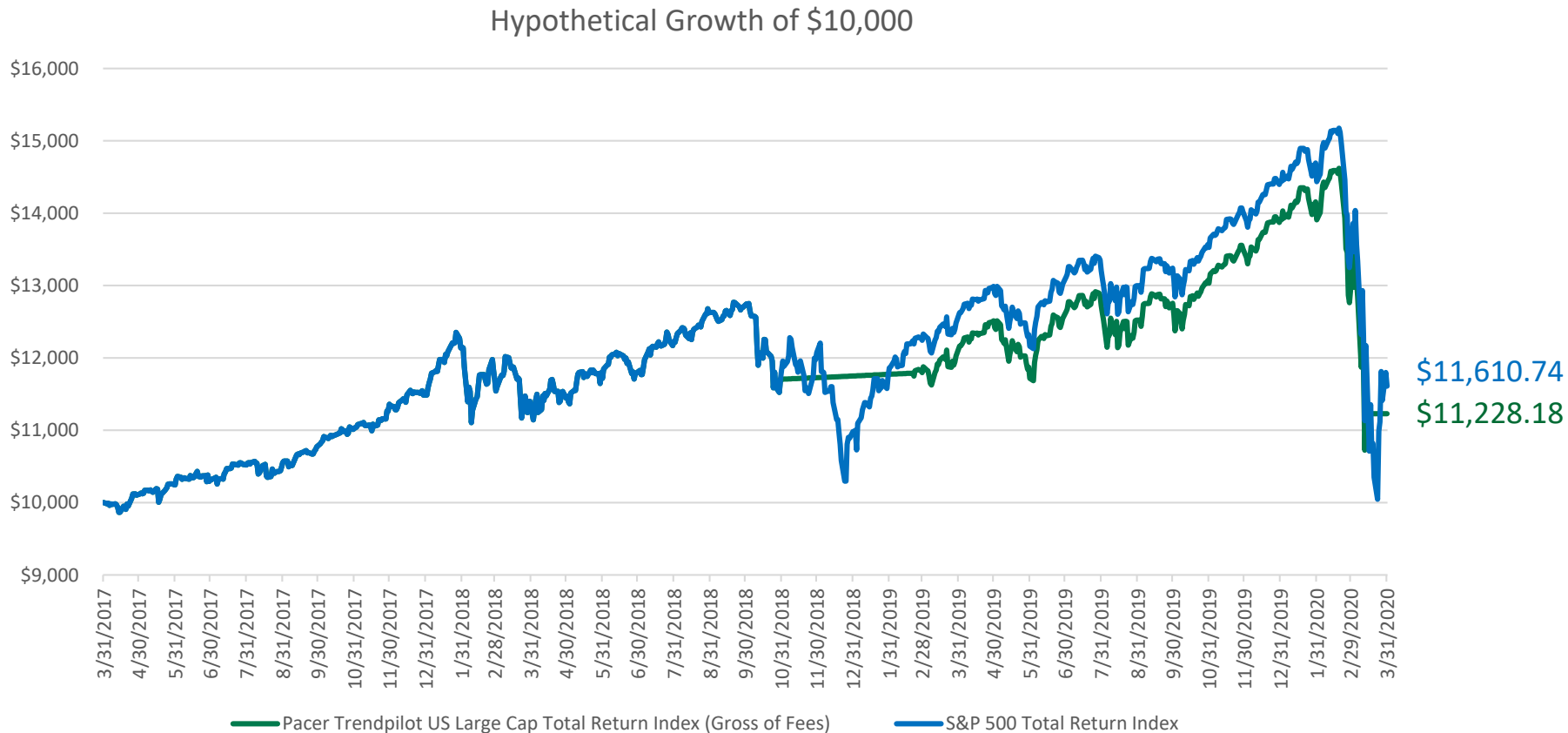
(5/3/19 – 3/31/20)



PERFORMANCE QUOTED REPRESENTS PAST PERFORMANCE AND DOES NOT GUARANTEE FUTURE RESULTS. YOU CANNOT INVEST DIRECTLY IN AN INDEX.
Index returns are for illustrative purposes only. Index performance does not reflect any management fees, transaction costs or expenses.

Pacer Trendpilot US Large Cap Index vs S&P 500 Over 3 Year Period

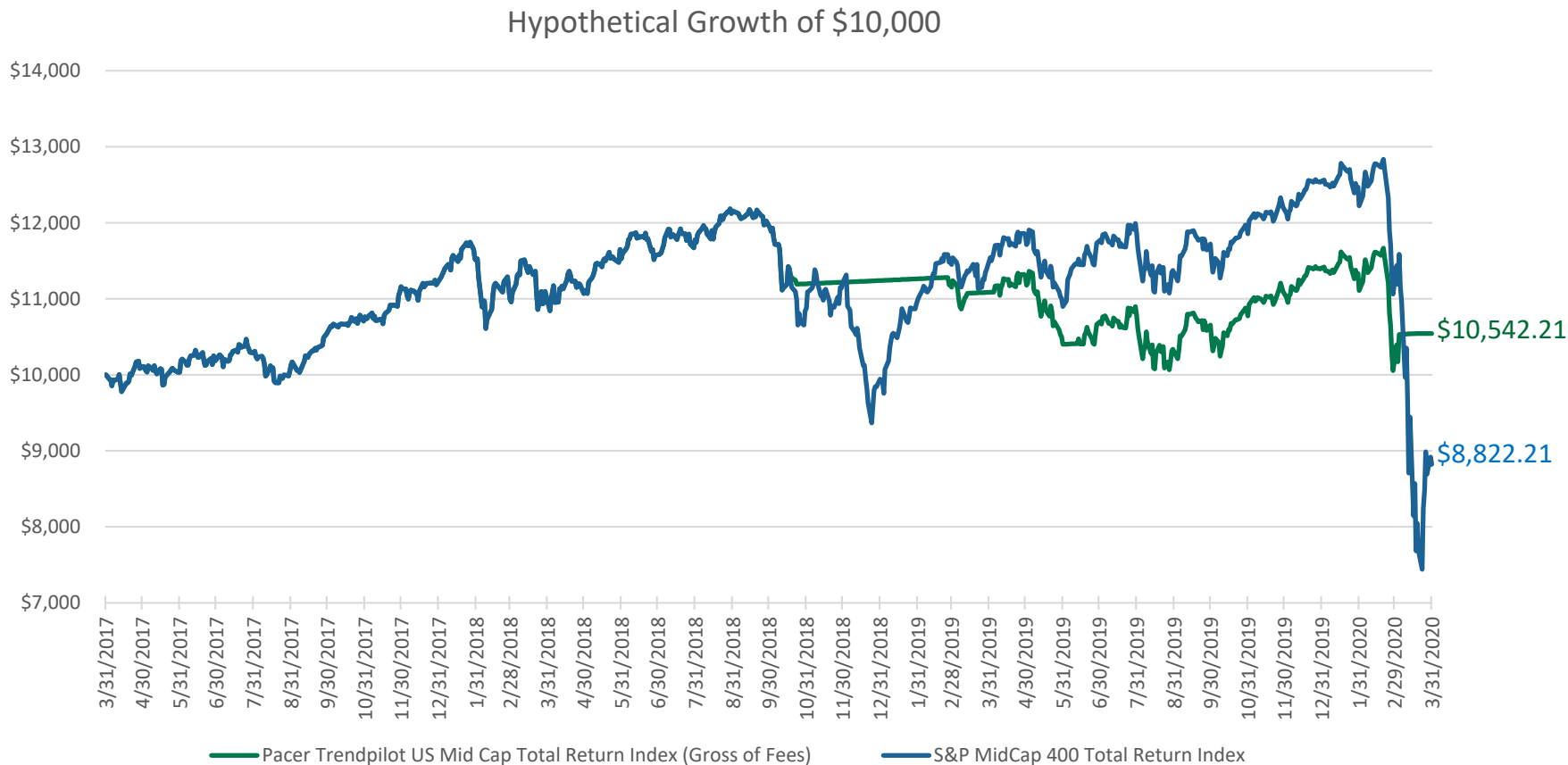
Hypothetical Growth of \$10,000
(3/31/17 – 3/31/20)



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Pacer Trendpilot US MidCap Index vs S&P MidCap 400 Index Over 3 Year Period

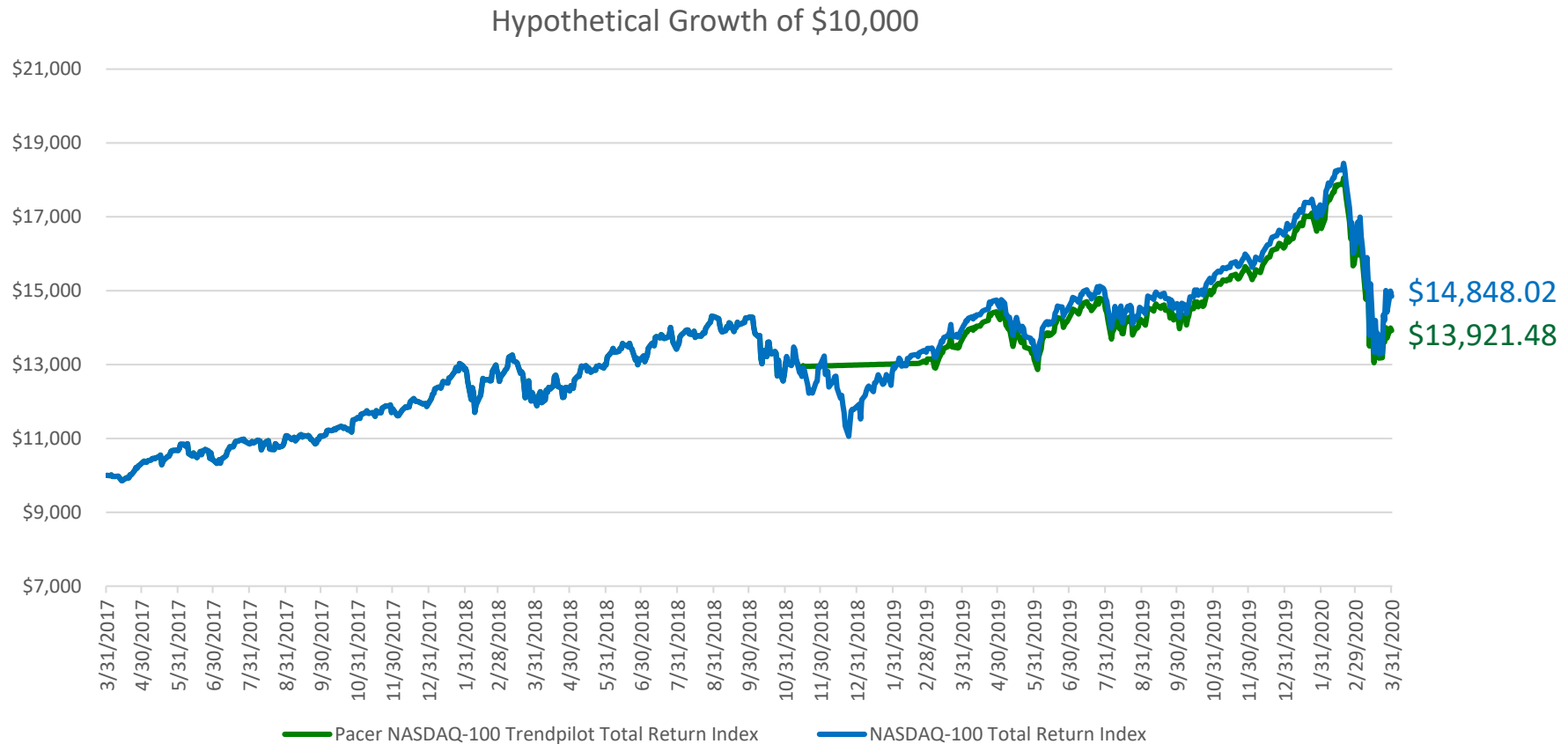
Hypothetical Growth of \$10,000
(3/31/17 – 3/31/20)



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Pacer NASDAQ-100 Trendpilot Index vs NASDAQ-100 Index Over 3 Year Period

Hypothetical Growth of \$10,000
(3/31/17 – 3/31/20)

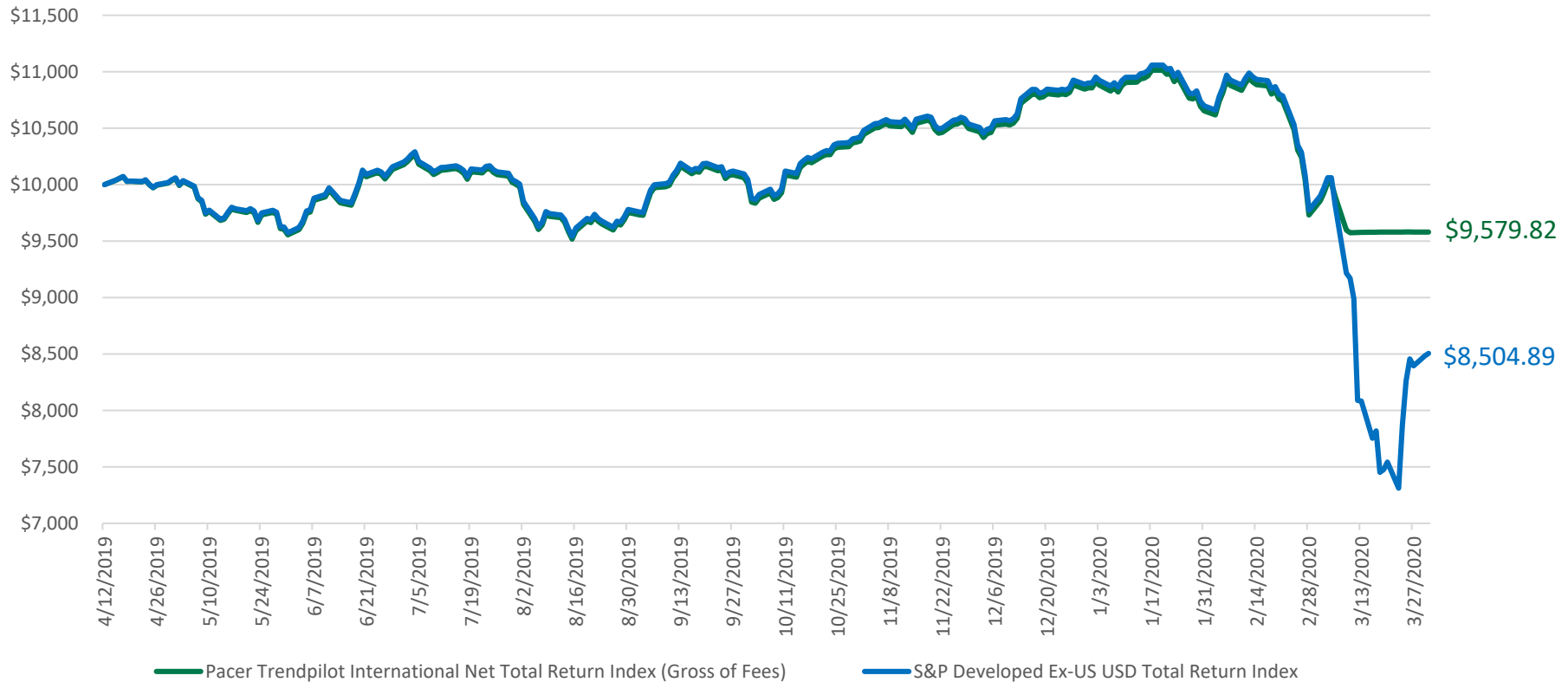


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Pacer Trendpilot International Index vs S&P Developed Ex-US USD Index Since Pacer Index Inception

Hypothetical Growth of \$10,000
(4/12/19 – 3/31/20)

Hypothetical Growth of \$10,000



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Performance

					Total Returns (%) as of 3/31/20			Total Returns (%) as of 3/31/20			
	Ticker	Total Expenses	Fund Inception		1 Month	3 Month	YTD	1 Year	3 Year	5 Year	Since Fund Inception
Pacer Trendpilot® US Large Cap ETF	PTLC	0.60%	6/11/15	NAV	-12.00	-19.33	-19.33	-7.09	3.33	N/A	2.58
				Market Price	-12.13	-19.28	-19.28	-7.06	3.27	N/A	2.59
Pacer Trendpilot® US Large Cap Index					-12.02	-19.30	-19.30	-6.63	3.93	N/A	3.19
Pacer Trendpilot® US Mid Cap ETF	PTMC	0.60%	6/11/15	NAV	4.78	-7.67	-7.67	-5.27	1.70	N/A	3.45
				Market Price	4.42	-7.81	-7.81	-5.37	1.64	N/A	3.43
Pacer Trendpilot® US Mid Cap Index					4.86	-7.57	-7.57	-4.90	2.22	N/A	4.04
Pacer Trendpilot® 100 ETF	PTNQ	0.65%	6/11/15	NAV	-11.39	-14.07	-14.07	2.27	11.09	N/A	7.46
				Market Price	-11.43	-13.73	-13.73	2.53	11.17	N/A	7.51
Pacer NASDAQ-100® Trendpilot® Index					-11.45	-14.05	-14.05	2.54	11.66	N/A	8.07
Pacer Trendpilot® International ETF	PTIN	0.65%	5/2/19	NAV	-2.46	-12.13	-12.13	N/A	N/A	N/A	-5.01
				Market Price	-3.87	-12.95	-12.95	N/A	N/A	N/A	-5.48
Pacer Trendpilot® International Index					-1.55	-11.76	-11.76	N/A	N/A	N/A	-4.12
Pacer Trendpilot® Fund of Funds ETF	TRND	0.78% ¹	5/3/19	NAV	-5.53	-13.36	-13.36	N/A	N/A	N/A	-7.21
				Market Price	-5.36	-13.33	-13.33	N/A	N/A	N/A	-7.18
Pacer Trendpilot® Fund of Funds Index					-4.52	-12.93	-12.93	N/A	N/A	N/A	-6.13

Source: US Bank, Bloomberg and S&P.

Performance quoted represents past performance and does not guarantee future results. Investment return and principal value will fluctuate, so shares may be worth more or less when redeemed or sold. Current performance may be lower or higher than the performance quoted. Visit www.paceretfs.com for the most recent month-end performance. Index returns are for illustrative purposes only. Index performance does not reflect any management fees, transaction costs, or expenses. You cannot invest directly in an index. On 11/1/2017, the equity index component of the strategy changed to the S&P 500® Index.

NAV (net asset value) is the value of one share of the Fund calculated daily. The NAV return is based on the NAV of the Fund. It may not reflect the actual return for the investor.

Market Price is the price investors can buy and sell ETF shares for in the stock market and is used to calculate market return. It is based on the price at the Cboe listed exchange market close. This is when NAV is determined for most ETFs. If shares trade at another time, the return may differ. Market and NAV returns assume that dividends and capital gain distributions have been reinvested in the Fund at Market Price and NAV respectively.

¹Estimated for the current fiscal year. Acquired Fund Fees and Expenses reflect the Fund's pro rata share of the indirect fees and expenses incurred by investing in one or more acquired funds, such as mutual funds, business development companies, or other pooled investment vehicles. AFEE are reflected in the prices of the acquired funds and thus included in the total returns of the Fund.

Notes

Speak with your financial advisor today to learn more about trend following and how to best incorporate Pacer Trendpilot® ETFs into your portfolio. For more information, visit www.paceretfs.com.

Before investing you should carefully consider the Fund's investment objectives, risks, charges, and expenses. This and other information is in the prospectus. A copy may be obtained by visiting www.paceretfs.com or calling 1-877-337-0500. Please read the prospectus carefully before investing.

An investment in the Funds is subject to investment risk, including the possible loss of principal. Pacer ETF shares may be bought and sold on an exchange through a brokerage account. Brokerage commissions and ETF expenses will reduce investment returns. There can be no assurance that an active trading market for ETF shares will be developed or maintained. The risks associated with these funds are detailed in the prospectus and could include factors such as calculation methodology risk, concentration risk, equity market risk, ETF risks, fixed income risk, government obligations risk, high portfolio turnover risk, large and mid-capitalization investing risk, other investment companies risk, passive investment risk, tracking risk, trend lag risk, currency exchange rate risk, foreign securities risk, geographic concentration risk, new fund risk, non-diversification risk, sector risk, and/or special risks of exchange traded funds.

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