



FACT SHEET As of 3/31/24

PROSHARES ONLINE RETAIL ETF

Fund objective

ProShares Online Retail ETF seeks investment results, before fees and expenses, that track the performance of the ProShares Online Retail Index.

Fund details

Inception Date	7/13/18
Trading Symbol	ONLN
Intraday Symbol	ONLN.IV
Bloomberg Index Symbol	PSOONLINE
CUSIP	74347B169
Exchange	NYSE Arca
Net Assets	\$100.60 million
Operating Expenses	0.58%
Distribution Schedule	Quarterly

About the fund

ProShares Online Retail ETF (ONLN) lets investors tap into the potential growth of online retail by pinpointing retailers that principally sell online or through other non-store channels, and then zeroing in on the companies reshaping the retail space, like Amazon and Alibaba.

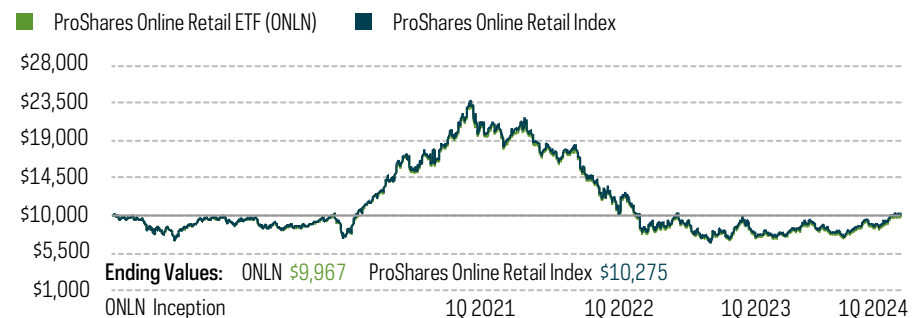
- Online retail is soaring: Online retail has fundamentally disrupted the sector, putting pressure on traditional stores and the changing retail landscape.
- It may only be the beginning: Just under 60% of the world's population is currently online. But mobile devices are proliferating, especially in developing markets, potentially creating new e-commerce consumers.
- Not all online retailers are created equal: Iconic companies in online retail, like Amazon and Alibaba, are reshaping the retail world. ONLN's modified market-cap weighting puts emphasis on these leaders, while also providing industry diversification.

Fund performance and index history¹

	1Q 2024	Year to Date	1-Year	3-Year	5-Year	Fund Inception
ProShares Online Retail ETF NAV Total Return	9.06%	9.06%	24.08%	-20.54%	0.81%	-0.06%
ProShares Online Retail ETF Market Price Total Return	9.05%	9.05%	24.16%	-20.56%	0.82%	-0.06%
ProShares Online Retail Index	9.20%	9.20%	24.77%	-20.11%	1.35%	0.48%

Periods greater than one year are annualized.

Growth of \$10,000 since inception²



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. Index performance does not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in any index. Current performance may be lower or higher than the performance quoted. Performance data current to the most recent month-end may be obtained by calling 866.776.5125 or visiting ProShares.com.

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 visit ProShares.com. ProShares are not suitable for all investors.

Investing involves risk, including the possible loss of principal. This ProShares ETF is non-diversified and entails certain risks, which may include risks associated with the use of derivatives (such as swap agreements, futures contracts and similar instruments), imperfect benchmark correlation, leverage and market price variance, all of which can increase volatility and decrease performance. Investments in the consumer discretionary and retailing industries are subject to risks such as changes in domestic and international economies, interest rates, competition and consumer confidence; disposable household income; consumer tastes and preferences; intense competition; changing demographics; marketing and public perception; and dependence on third-party suppliers and distribution systems. Investments in smaller companies typically exhibit higher volatility. The fund invests in international investments, which 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 the summary and full prospectuses for a more complete description of risks. **There is no guarantee any ProShares ETF will achieve its investment objective.**

¹Market returns are based on the composite closing price and do not represent the returns you would receive if you traded shares at other times. The first trading date is typically several days after the fund inception date. Therefore, NAV is used to calculate market returns prior to the first trade date. ²NAV total returns for the fund are used to calculate Growth of \$10,000. ©2024 PSA 2020-2304

Index description

ProShares Online Retail Index

- The index tracks retailers that principally sell online or through other non-store channels.
- The index uses a modified market capitalization weighted approach, is rebalanced monthly and is reconstituted annually.
- Retailers may include U.S. and non-U.S. companies. To be eligible, retailers must: be classified as an online retailer, an e-commerce retailer, or an internet or direct marketing retailer, according to standard industry classification systems; have a market capitalization of at least \$500 million; have a six-month daily average value traded of at least \$1 million; and meet other requirements.
- When the index is rebalanced, it is weighted so that no company may exceed 24% of the value of the index, the sum of companies individually weighing more than 4.5% may not exceed 50% of the value of the index, and the total weight of all non-U.S. companies will be capped at 25% of the value of the index.
- Inception: 11/13/17

Index characteristics

Number of Companies	18
Average Market Cap	\$137.17 billion
Price/Book Ratio	5.77
Volatility ³	21.63%

For more information, visit ProShares.com or ask your financial professional

Index Companies⁴

	Weights ⁵		Weights ⁵
Amazon.com Inc.	23.08%	Alibaba Group Holding Ltd.-Sponsored ADR	4.12%
eBay Inc.	10.00%	Buckle Inc./The	3.76%
PDD Holdings Inc.	8.91%	Etsy Inc.	3.74%
Williams-Sonoma Inc.	5.53%	Chewy Inc.-Class A	3.74%
Wayfair Inc.	5.03%	FIGS Inc.-Class A	3.38%
Carvana Co.	5.02%	MercadoLibre Inc.	2.71%
Revolve Group Inc.	4.77%	JD.com Inc.	2.67%
Coupang Inc.	4.55%	Sea Ltd.	2.55%
Beyond Inc.	4.38%	Global-E Online Ltd.	2.05%

Index Country Weightings⁵

United States	72.44%
China	15.70%
South Korea	4.55%
Brazil	2.71%
Singapore	2.55%
Israel	2.05%

Key Considerations

Risks specific to the online marketplace

Companies that operate in the online marketplace and retail segments are subject to fluctuating consumer demand and other risks.

Small- and mid-cap company exposure

While ONLN's strategy focuses on the largest companies in the online retail industry, the index and fund are exposed to stocks of small- and mid-cap companies, which 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.

See prospectus

For additional risks, please read the prospectus carefully.

Sources: ProShares, We Are Social, DataReportal, Hootsuite, January 2021 ³Volatility is measured by standard deviation, a statistical measure of the variability of a portfolio's returns over a period of time. A higher standard deviation implies more risk. Here, standard deviation is annualized. ⁴Constituents are subject to change. ⁵Sum of weightings may not equal 100% due to rounding; weightings may fluctuate between monthly rebalances.

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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.