



FACT SHEET As of 6/30/24

# PROSHARES SHORT FINANCIALS

## Fund objective

ProShares Short Financials seeks daily investment results, before fees and expenses, that correspond to the inverse (-1x) of the daily performance of the S&P Financial Select Sector<sup>SM</sup> Index .

## Fund details

Inception Date	6/10/08
Trading Symbol	SEF
Intraday Symbol	SEF.IV
Bloomberg Index	IXM
Symbol	
CUSIP	74347B185
Exchange	NYSE Arca
Net Assets	\$13.32 million
Gross Expense Ratio	1.15%
Net Expense Ratio <sup>1</sup>	0.95%

## Uses for inverse exposure

Some uses for inverse exposure:

- Helping to hedge against declines
- Seeking to profit from declines
- Underweighting exposure to a market segment

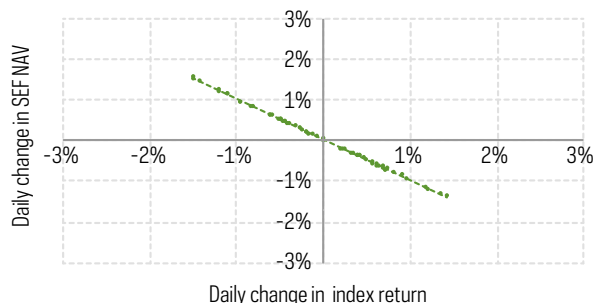
## Fund performance and index history<sup>2</sup>

This ProShares ETF seeks daily investment results that correspond, before fees and expenses, to -1x the daily performance of its underlying benchmark (the "Daily Target"). While the Fund has a daily investment objective, you may hold Fund shares for longer than one day if you believe it is consistent with your goals and risk tolerance. For any holding period other than a day, your return may be higher or lower than the Daily Target. These differences may be significant. Smaller index gains/losses and higher index volatility contribute to returns worse than the Daily Target. Larger index gains/losses and lower index volatility contribute to returns better than the Daily Target. The more extreme these factors are, the more they occur together, and the longer your holding period while these factors apply, the more your return will tend to deviate.

	2Q 2024	Year to Date	1-Year	5-Year	10-Year	Fund Inception
ProShares Short Financials NAV Total Return	4.19%	-5.61%	-13.48%	-11.94%	-11.56%	-14.23%
ProShares Short Financials Market Price Total Return	4.36%	-5.47%	-13.36%	-11.93%	-11.55%	-14.23%
S&P Financial Select Sector Index	-2.03%	10.17%	24.21%	10.57%	10.57%	7.20%
Dow Jones U.S. Financials Index	-1.63%	8.19%	22.46%	9.62%	10.26%	7.68%

Periods greater than one year are annualized. On 3/17/23 the fund changed its index from Dow Jones U.S. Financials to S&P Financial Select Sector Index.

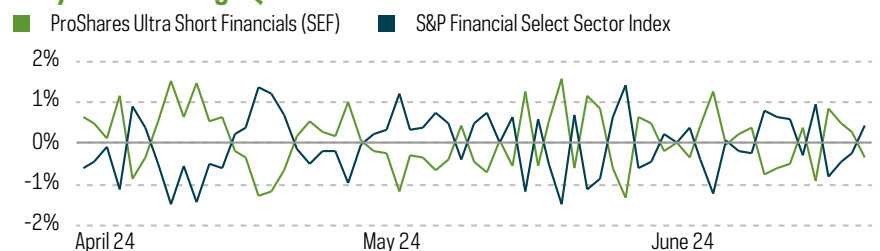
## Daily performance of SEF vs. index during 2Q 2024



Correlation<sup>3</sup>= -0.99  
Beta<sup>4</sup>= -1.00

The scatter graph charts the daily NAV-to-NAV results of the fund against its underlying index return on a daily basis.

## Daily return during 2Q 2024



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. 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. Index performance does not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest directly in any index.

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. Short ProShares should lose value when their market indexes rise-a result that is opposite from traditional ETFs.

Index description	<h3>Top 10 index companies</h3> <table border="1"> <thead> <tr> <th></th> <th>Weights</th> </tr> </thead> <tbody> <tr><td>Berkshire Hathaway Inc.-Class B</td><td>12.94%</td></tr> <tr><td>JPMorgan Chase &amp; Co.</td><td>10.21%</td></tr> <tr><td>Visa Inc.-Class A</td><td>7.26%</td></tr> <tr><td>Mastercard Inc.-Class A</td><td>6.36%</td></tr> <tr><td>Bank of America Corp.</td><td>4.75%</td></tr> <tr><td>Wells Fargo &amp; Co.</td><td>3.64%</td></tr> <tr><td>Goldman Sachs Group Inc.</td><td>2.56%</td></tr> <tr><td>S&amp;P Global Inc.</td><td>2.51%</td></tr> <tr><td>American Express Co.</td><td>2.31%</td></tr> <tr><td>Progressive Corp.</td><td>2.14%</td></tr> </tbody> </table>			Weights	Berkshire Hathaway Inc.-Class B	12.94%	JPMorgan Chase & Co.	10.21%	Visa Inc.-Class A	7.26%	Mastercard Inc.-Class A	6.36%	Bank of America Corp.	4.75%	Wells Fargo & Co.	3.64%	Goldman Sachs Group Inc.	2.56%	S&P Global Inc.	2.51%	American Express Co.	2.31%	Progressive Corp.	2.14%
	Weights																							
Berkshire Hathaway Inc.-Class B	12.94%																							
JPMorgan Chase & Co.	10.21%																							
Visa Inc.-Class A	7.26%																							
Mastercard Inc.-Class A	6.36%																							
Bank of America Corp.	4.75%																							
Wells Fargo & Co.	3.64%																							
Goldman Sachs Group Inc.	2.56%																							
S&P Global Inc.	2.51%																							
American Express Co.	2.31%																							
Progressive Corp.	2.14%																							
<p>The Index represents the financials sector of the S&amp;P 500 Index ("S&amp;P 500"). The Index is one of eleven S&amp;P Select Sector Indices, each designed to measure the performance of a sector of the S&amp;P 500. The Index includes equity securities of companies from the following Global Industry Classification Standard (GICS®) industries: banks; financial services; consumer finance; capital markets; mortgage real estate investment trusts (REITS); and insurance.</p>	<h3>Index sectors</h3> <table border="1"> <thead> <tr> <th></th> <th>Weights<sup>6</sup></th> </tr> </thead> <tbody> <tr><td>Diversified Financials</td><td>57.78%</td></tr> <tr><td>Banks</td><td>25.88%</td></tr> <tr><td>Insurance</td><td>16.34%</td></tr> </tbody> </table>			Weights <sup>6</sup>	Diversified Financials	57.78%	Banks	25.88%	Insurance	16.34%														
	Weights <sup>6</sup>																							
Diversified Financials	57.78%																							
Banks	25.88%																							
Insurance	16.34%																							
<h3>Index characteristics</h3>																								
<table border="1"> <tbody> <tr><td>Number of Companies</td><td>71</td></tr> <tr><td>Average Market Cap</td><td>\$85.86 billion</td></tr> <tr><td>Price/Earnings Ratio</td><td>17.19</td></tr> <tr><td>Price/Book Ratio</td><td>2.18</td></tr> <tr><td>Dividend Yield</td><td>1.59%</td></tr> <tr><td>Volatility<sup>5</sup></td><td>11.47%</td></tr> </tbody> </table>	Number of Companies	71	Average Market Cap	\$85.86 billion	Price/Earnings Ratio	17.19	Price/Book Ratio	2.18	Dividend Yield	1.59%	Volatility <sup>5</sup>	11.47%												
Number of Companies	71																							
Average Market Cap	\$85.86 billion																							
Price/Earnings Ratio	17.19																							
Price/Book Ratio	2.18																							
Dividend Yield	1.59%																							
Volatility <sup>5</sup>	11.47%																							
<p>For more information, visit <a href="http://ProShares.com">ProShares.com</a> or ask your financial professional</p>																								

<sup>1</sup>Expenses with Contractual Waiver through September 30, 2024. Without the fee waiver performance would likely be lower. <sup>2</sup>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. <sup>3</sup>"Correlation" is a measure of the strength and direction of a linear relationship between two variables. <sup>4</sup>"Beta" is a measure of the slope, which is the steepness of the line drawn through the fund return vs. the benchmark return on a daily basis.

<sup>5</sup>"Volatility" refers to annualized standard deviation, a statistical measure that captures the variations from the mean of an index's returns and that is often used to quantify the risk of the index over a specific time period. The higher the volatility, the more an index's returns fluctuate over time. <sup>6</sup>Sum of weightings may not equal 100% due to rounding.

**Investing involves risk, including the possible loss of principal.** ProShares are generally non-diversified and entail certain risks, including risk associated with the use of derivatives (swap agreements, futures contracts and similar instruments), imperfect benchmark correlation, leverage and market price variance. These risks may pose risks different from, or greater than, those associated with a direct investment in the securities underlying the funds' benchmarks, can increase volatility, and may dramatically decrease performance. Narrowly focused investments typically exhibit higher volatility. 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.**

ProShares may invest in equity securities and/or financial instruments (including derivatives) that, in combination, should have similar daily price return characteristics to the fund's benchmark. Derivative contracts are priced to include the underlying index yield and will not generate dividend income. Because ProShares invest in derivatives and other financial instruments, their dividend distributions may not reflect those of their applicable indexes.

The "S&P Financials Select Sector Index" is a product of S&P Dow Jones Indices LLC and its affiliates and has been licensed for use by ProShares. "S&P®" is a registered trademark of Standard & Poor's Financial Services LLC ("S&P") and "Dow Jones®" is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones") and have been licensed for use by S&P Dow Jones Indices LLC and its affiliates. ProShares have not been passed on by S&P Dow Jones Indices LLC and its affiliates as to their legality or suitability. ProShares based on the "S&P Financials Select Sector Index" are not sponsored, endorsed, sold or promoted by S&P Dow Jones Indices LLC, Dow Jones, S&P or their respective affiliates, and they make no representation regarding the advisability of investing in ProShares. THESE ENTITIES AND THEIR AFFILIATES MAKE NO WARRANTIES AND BEAR NO LIABILITY WITH RESPECT TO PROSHARES.

The Global Industry Classification Standard ("GICS") was developed by and is the exclusive property of MSCI Inc. ("MSCI") and Standard & Poor's, a division of The McGraw-Hill Companies Inc. ("S&P"). Neither MSCI, S&P nor any third party involved in making or compiling GICS or any GICS classifications makes any express or implied warranties or representations with respect thereto (or the results to be obtained by the use thereof).