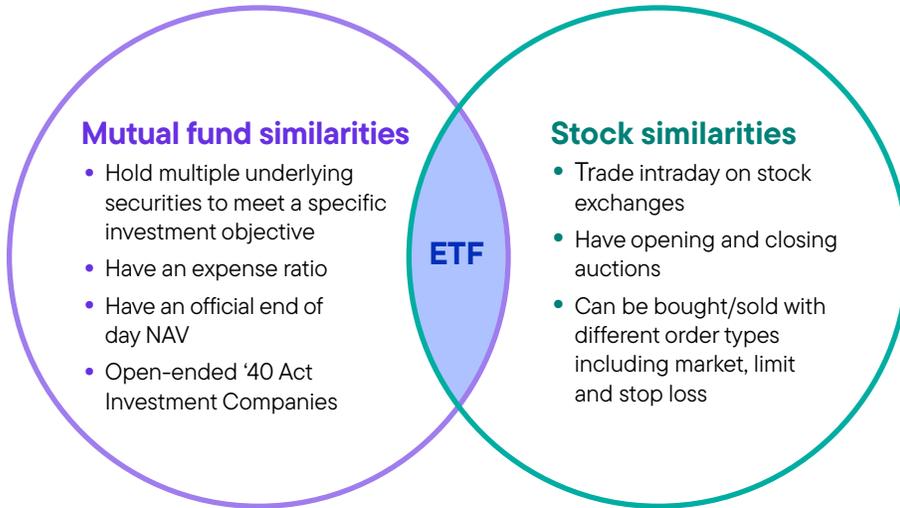


## What's an ETF?

An ETF is like a mutual fund in that it invests in a basket of securities, but it trades like a stock on an exchange.



## Who's who?

### ETF ecosystem

#### Individual investor

Buys and sells ETF shares on an exchange through a brokerage account

#### ETF sponsor

Generally, a financial institution that creates and administers an exchange-traded fund

#### Authorized participant (AP)<sup>1</sup>

An entity that enters into a contract with the ETF sponsor to create and redeem shares

#### ETF market maker

Normally, a financial firm that actively trades ETFs and provides markets (both bids and offers) on the stock exchange

## Why the hype?

Just like mutual funds, ETFs serve as a tool for investors to easily access various exposures and portfolio outcomes. So, what are some of the reasons investors may prefer the ETF vehicle?

### Trading liquidity

- Investors can have more control over when and how they buy and sell shares.
- ETF prices are updated several times per minute as stock prices change, while mutual funds are priced once per day when the market closes at 4 p.m. ET.

### Generally lower costs

- While you might pay a brokerage fee for trading, ETFs do not have sales or distribution charges like many mutual funds.
- Many ETFs follow passive strategies, reducing management expenses.
- Even newer active ETF strategies try to keep management expenses lower than on a mutual fund, to compete against passive ETFs.

### Tax efficiency

- With mutual funds, a **capital gains liability** can occur for **all shareholders** when the manager sells holdings for cash to shareholders who redeem their shares.
- ETFs are typically more tax efficient than mutual funds because ETF shares are frequently redeemed in-kind by the authorized participants. This means that an ETF may deliver specified portfolio securities to authorized participants who are redeeming creation units instead of selling portfolio securities to meet redemption demands.

### Transparency

- Most ETFs have to disclose holdings daily. (The exception would be non-transparent ETFs that may disclose monthly or quarterly.)
- This gives investors the most visibility into what they own, so they can make timely investment decisions.

# Have it your way

## Types of ETFs

### Index ETFs

- First ETF was index tracking, launched in 1993
- Tracks a rules-based index, which may range across geographies, asset classes and goals
- Trading coincides with index rebalances (typically semi-annually or quarterly)

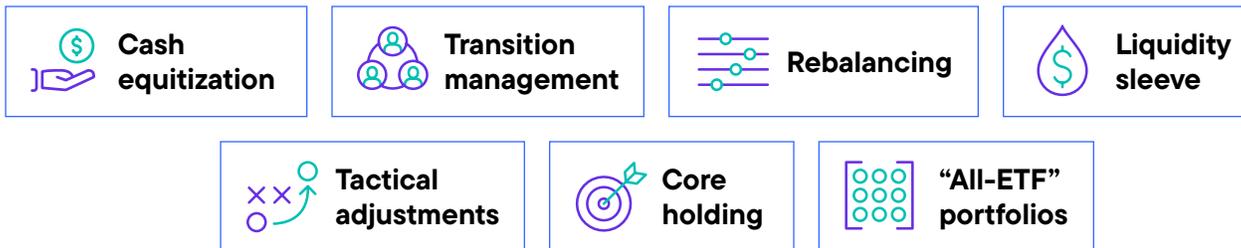
### Active ETFs

- First active ETF launched in 2008
- Flexibility to invest opportunistically and/or defensively outside of a stated benchmark
- Trade frequency at discretion of investment team

## You're only as good as your tools

### Use cases for ETFs

Whether they are being used as trading instruments or longer-term portfolio holdings, there are a variety of ways investors can use ETFs as a portfolio solution.



1. Prior to trading in the secondary market, shares of the fund are "created" at NAV by market makers, large investors and institutions only in block-size Creation Units. Each "creator" or "Authorized Participant" may create or redeem Creation Units directly with the ETFs. Retail investors buy and sell shares of ETFs at market price (not NAV) in the secondary market throughout the trading day. These shares are not individually available for purchase or redemption directly from the ETF.

### IMPORTANT INFORMATION

All investments involve risks, including possible loss of principal.

**ETFs trade like stocks, fluctuate in market value and may trade at prices above or below the ETF's net asset value.**

**Brokerage commissions and ETF expenses will reduce returns.**

ETF shares may be bought or sold throughout the day at their market price, not their net asset value (NAV), on the exchange on which they are listed. Shares of ETFs are tradable on secondary markets and may trade either at a premium or a discount to their NAV on the secondary market.

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