

# DIVIDEND GROWTH INVESTING

## Dividend Growth and the Quest for Yield

### Dividend growth AND attractive yield?

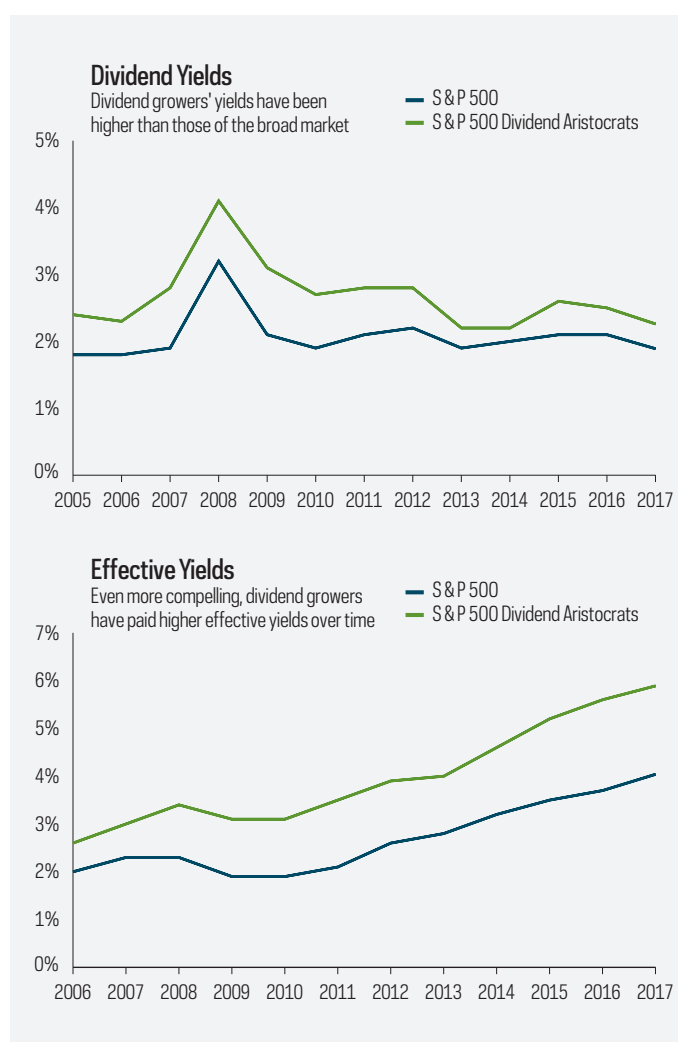
Many investors are attracted to dividend growth stocks because they are typically high quality companies with a strong history of outperformance. What investors may not realize is that dividend growers can also offer attractive yields.

### The evidence is in the effective yield

Let's look at the yields of the S&P 500® Dividend Aristocrats® Index, which tracks the S&P 500 companies with at least 25 years of consecutive dividend growth. Dividend yields are higher than those of the S&P 500. But the effective yield—measuring the dividend payout in any given year relative to the original investment—frames a more compelling picture.

- The rate of dividend growth for the S&P 500 Dividend Aristocrats Index has been 0.7% greater than that of the S&P 500 since 2005.<sup>1</sup>
- The S&P 500 Dividend Aristocrats Index generated an effective yield of 3.91% five years ago in 2012. That's 1.3% greater than the effective yield generated by the broad market.
- Moving to the end of 2017, that spread has widened even more to 1.9%.

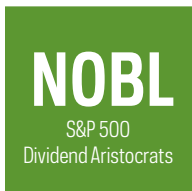
Clearly, strategies focused on dividend growth have generated attractive yields over time.



Source: Bloomberg, as of 12/31/17. "Effective Yield" is calculated by ProShares and measures the hypothetical dividend payouts beginning one year after the original investment. Past performance does not guarantee future results. This is a hypothetical illustration. Index performance is for illustrative purposes only and does not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest in an index.

<sup>1</sup> The S&P 500 Dividend Aristocrats have had an annualized dividend growth rate of 7.7% vs. 7% for the S&P 500, 12/31/05-12/31/17.

# THE TAKEAWAY



With dividend growth strategies, you get quality companies that have delivered strong returns. You also get the potential for attractive effective yields.

ProShares offers the largest suite of ETFs focused on dividend growers, covering various U.S. market caps as well as international markets.



### Find out more

Visit [ProShares.com](http://ProShares.com) or consult your financial advisor.

## Fund performance and index history

Fund inception (October 9, 2013) through June 30, 2018

	Year to Date	1-Year	Fund Inception
ProShares S&P 500 Dividend Aristocrats ETF NAV Total Return	-1.55%	10.24%	11.97%
ProShares S&P 500 Dividend Aristocrats ETF Market Price Total Return	-1.62%	10.31%	11.98%
S&P 500 Dividend Aristocrats Index	-1.35%	10.71%	12.42%

Source: ProShares, Bloomberg

NOBL's total operating expenses are 0.35%. 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. Current performance may be lower or higher than the performance quoted. Standardized returns and performance data current to the most recent month end may be obtained by visiting [ProShares.com](http://ProShares.com).

ProShares is the leader in dividend growers ETFs by number of funds and assets under management. Source: Bloomberg, 12/31/17. **This information is not meant to be investment advice.** There is no guarantee dividends will be paid. Companies may reduce or eliminate dividends at any time, and those that do will be dropped from the indexes at reconstitution. Index performance returns do not reflect any management fees, transaction costs or expenses. Indexes are unmanaged and one cannot invest in an index. **Investing involves risk, including the possible loss of principal.** This ProShares ETF is diversified and entails certain risks, including imperfect benchmark correlation and market price variance, that may decrease performance. Please see summary and full prospectuses for a more complete description of risks. **There is no guarantee any ProShares ETF will achieve its investment objective.**

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