

 **PROSHARES LARGE CAP CORE PLUS**

## A Multi-Factor Smart Beta ETF with Proven Performance

CSM's index uses an advanced multi-factor approach that has consistently outperformed the S&P 500.

**Morningstar  
Overall Rating**



Overall Morningstar Rating  
out of 1,217 Large Blend  
funds as of 12/31/17.

### Smart beta: The proof is in the track record

Many ETFs attempt to offer "smart beta" by screening stocks for a factor—or a combination of factors—that produces an outperforming portfolio. Whether you want to beat a particular market index or an active management style, you will find ETFs claiming to have the right formula.

But how can you tell how smart a fund's smart beta really is? You can't, unless it has a long, strong track record to prove it.

### CSM's approach consistently outperformed

If you want to try to outperform the S&P 500, consider the multi-factor smart beta approach of ProShares Large Cap Core Plus (CSM). CSM's eight-year track record is one of the longest of any multi-factor smart beta ETF and has earned Morningstar's 5-Star Overall Rating in the large-cap blend category.

This ETF follows the Credit Suisse 130/30 Large Cap Index, which:

- Outperformed the S&P 500 since its inception in April 2008. CSM's index also outperformed over the last one-year, three-year and five-year periods (as of 12/31/17).
- Has never trailed the S&P 500 on a rolling three-year basis since its inception (as of 12/31/17).

Past performance does not guarantee future results.

# Built to Deliver Outperformance

The Credit Suisse 130/30 Large Cap Index:

- Follows a four-step, rules-based, multi-factor approach to select and weight stocks.
- Uses both long and short positions to contribute to returns.

This advanced methodology was created in 2007 by recognized experts in quantitative finance—MIT professor Andrew W. Lo, PhD, and Pankaj N. Patel, CFA, of Credit Suisse.

## 1. Starts

with the stocks of 500 leading large-cap U.S. companies.

## 2. Scores

the expected outlook for each stock using the 10 equal-weighted factors shown below.

## 3. Optimizes

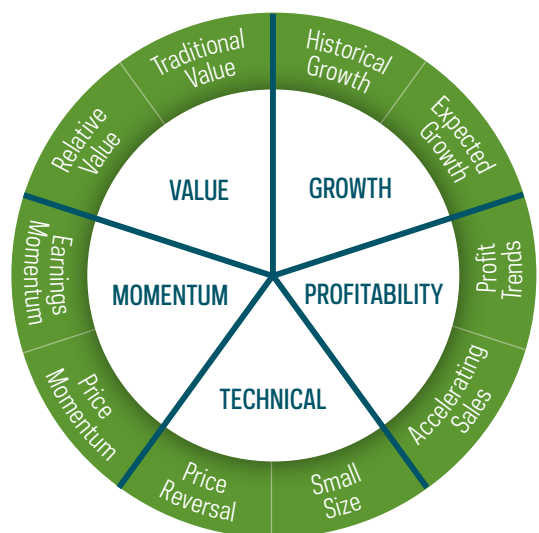
the portfolio, using the scores to overweight stocks with the most favorable outlooks and underweight or take short positions in stocks with less favorable prospects.

## 4. Constructs

a portfolio that has 130% long positions and 30% short, based on the weightings from the factor scores. The portfolio is rebalanced monthly.

The Credit Suisse 130/30 Large Cap Index selects stocks by equally weighting value, growth, profitability, momentum and technical factors. The resulting score is used to construct the long and short portions of the index.

This portfolio is designed to make the most of the multi-factor selection process, aiming to outperform the S&P 500 at similar levels of volatility.



For illustrative purposes only.

## About the ETF

**Ticker Symbol:** CSM

**Intraday Symbol:** CSM.IV

**Bloomberg Index Symbol:**  
CS13030

**Investment Objective:** CSM seeks investment results, before fees and expenses, that track the performance of the Credit Suisse 130/30 Large Cap Index.

**Inception:** 7/13/2009



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## Advantages of CSM

### Comprehensive multi-factor smart beta approach

CSM follows a multi-factor smart beta strategy that is designed to provide more consistent outperformance than single-factor strategies.

### A long, proven track record

Launched eight years ago, CSM has one of the longest track records of any multi-factor smart beta ETF and has earned Morningstar's 5-Star Overall Rating. CSM has outperformed over the trailing quarter, one-year, three-year, five-year and since-inception (7/13/09) periods.

### A remarkably consistent history of outperforming the S&P 500

CSM's index has outperformed the S&P 500 on a rolling three-year basis, since its inception in April 2008.<sup>1</sup>

## Potential risks

### Performance

There is no guarantee that the fund or its index will achieve intended objectives.

### Derivative exposure

Derivatives used to seek long and short exposure may increase volatility and may expose the fund to greater risks under certain market conditions.

### Short sales

The fund's short positions are not intended to hedge the portfolio in market downturns, but rather to allow stocks with unfavorable outlooks to contribute to performance. Uncovered short positions lose value as security prices increase and have the potential for unlimited losses.

### See prospectus

For more on risks, obtain a prospectus from your financial advisor or visit ProShares.com.

<sup>1</sup> Source: Bloomberg (fund trailing returns, 7/13/09-12/31/17); Morningstar (index 3-year returns, rolled monthly, 5/1/08-12/31/17). Past performance does not guarantee future results.

## About ProShares

ProShares has been at the forefront of the ETF revolution since 2006. ProShares now offers one of the largest lineups of ETFs, with over \$30 billion in assets. The company is the leader in strategies such as dividend growth, alternative and geared (leveraged and inverse). ProShares continues to innovate with products that provide strategic and tactical opportunities for investors to manage risk and enhance returns.

[Find out more](#)

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

## Fund performance and index history

Fund inception (July 13, 2009) through December 31, 2017

	Year to Date	1-Year	5-Year	Fund Inception
Large Cap Core Plus NAV Total Return	22.50%	22.50%	16.95%	16.64%
Large Cap Core Plus Market Price Total Return	22.51%	22.51%	16.92%	16.65%
Credit Suisse 130/30 Large Cap Index	23.18%	23.18%	17.61%	17.57%
S&P 500	21.83%	21.83%	15.78%	16.12%
Morningstar Large Blend	20.44%	20.44%	14.24%	14.09%

Source: ProShares, Bloomberg, Morningstar

The S&P 500® index is a widely used measure of large U.S. stock market performance. Morningstar Large Blend is a composite of large blend mutual fund portfolios. CSM's total operating expenses are 0.45%. **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 growth, alternative and geared (leveraged and inverse) strategies. Source: ProShares, Strategic Insight and Lipper, based on number of funds and/or assets, as of 12/31/16. **Investing involves risk, including the possible loss of principal.** The Credit Suisse 130/30 Large Cap Index is designed to replicate an investment strategy that establishes either long or short positions in certain of the 500 largest U.S. market cap equities (the "Universe"). Short positions will approximate 30% of the portfolio's value. The model anticipates the purchase of 30% more in long positions using leverage. There is no guarantee this methodology will result in returns exceeding the Universe returns. It is not possible to invest directly in an 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 advisor or broker-dealer representative or by visiting [ProShares.com](http://ProShares.com).**

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