

Principal Quality ETF

Third quarter 2021

Fund overview

A strategic beta solution that seeks quality, long-term growth. The Principal Quality ETF provides exposure to companies with strong brands, sustainable pricing power, and high profitability.

Morningstar overall rating:



Overall Morningstar Rating™ as of 09/30/2021 among 1257 Large Blend Funds

Morningstar ratings may vary between share classes, are based on historical risk-adjusted total returns and are subject to change.

Trading information

Symbol CUSIP
PSET 74255Y201

Exchange
Nasdaq

Portfolio management

Jeffrey A. Schwarte, CFA
28 years of experience

Aaron Siebel, CFA
16 years of experience

Fund information

	Fund	S&P 500® Index
Net assets	\$96.8M	—
Number of holdings	148	505
Dividend frequency	Quarterly	—
Active share	73.0%	—
Market cap ¹	\$140.1B	\$568.7B
Beta (3-year)	0.9	—
Standard deviation (3-year)	17.6	18.6
Sharpe ratio (3-year)	0.9	0.8

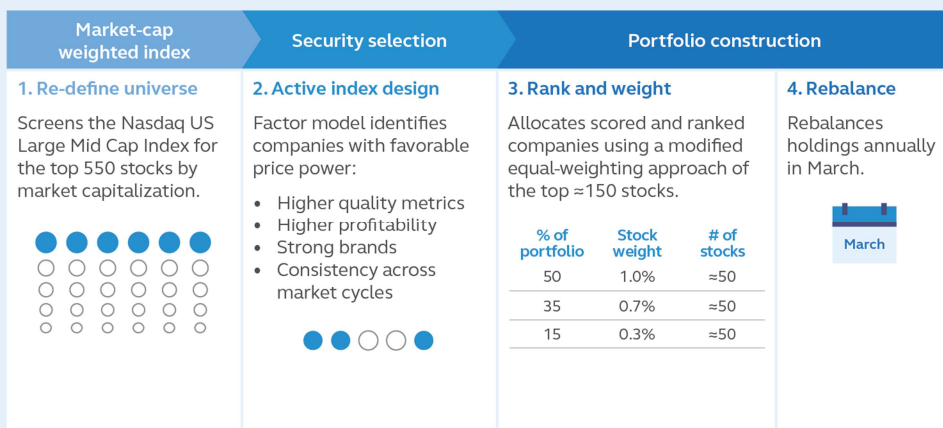
Source: FactSet, Principal Global Investors, and State Street

¹ Weighted average
Reported FactSet data is subject to revision over time, which may result in slight differences among data points reported during the same period.

Strong companies, consistent across market cycles

- Active index design identifies price-setting companies with the ability to maintain margins through market cycles.
- Rules-based framework scores and ranks companies—overcoming familiarity bias,² a common pitfall for active large-cap investors.
- Portfolio construction targets strong factor exposure and goes beyond cap weighting for further diversification.

Index methodology



The Principal Quality ETF seeks to track the Nasdaq US Price Setters IndexSM, a Nasdaq-licensed index based on intellectual property of Principal. The index is designed to provide exposure to equity securities of large/mid-capitalization U.S. issuers. The index focuses on U.S. companies with sustainable pricing power, consistent sales growth, high/stable margins, quality earnings, low volatility, and high levels of profitability. Investors cannot invest directly in an index. During extraordinary market conditions, the index provider may delay the scheduled rebalancing of the index until a future date when conditions have changed.

Why allocate to a portfolio:

- Innovative factor definitions, combinations, and portfolio construction may help increase returns and/or reduce risk.
- Active index design may make PSET an attractive complement or replacement to passive, cap-weighted growth strategies.
- Incorporates quality metrics with growth exposure to help provide more resilience during periods of market stress.

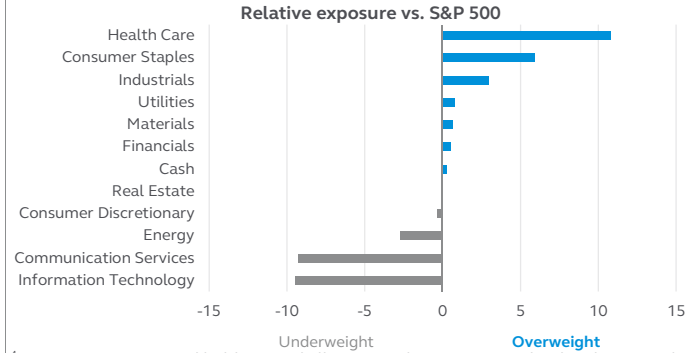
Overall Morningstar Rating™ as of 09/30/2021 among 1257 Large Blend Funds. Ratings for other time periods: 3 yr 5 stars/1257 funds; 5 yr 4 stars/1102 funds; 10 yrs —/812. Morningstar ratings may vary between share classes, are based on historical risk-adjusted total returns and are subject to change.

² Familiarity bias occurs when investors have a preference for familiar or well-known investments despite the seemingly obvious gains from diversification. They often exhibit this bias as a means of self-protection or self-enhancement. Effective September 30, 2020, the Principal Price Setters Index ETF was renamed to the Principal Quality ETF.

Top 10 holdings³

	% of net assets
ORACLE CORP	1.2
O REILLY AUTOMOTIVE INC	1.2
DANAHER CORP	1.2
PERKINELMER INC	1.2
RESMED INC	1.2
COSTCO WHOLESALE CORP	1.2
MARSH + MCLENNAN COS	1.2
WATERS CORP	1.1
POOL CORP	1.1
EXPEDITORS INTL WASH INC	1.1
Total	11.7

³ Source: State Street. The holdings listed do not constitute a recommendation to purchase or sell a particular security. Cash and/or derivative positions that are not part of the core investment strategy will not be reflected in the top holdings list.

Sector allocation (%)⁴

⁴ Source: FactSet. Fund holdings and allocations shown are unaudited and may not be representative of current or future investments. Percentages may not add up to 100% due to rounding and/or inclusion or exclusion of cash.

Performance

	Total returns (%)							Yields (%)				
	3-month	Year-to-date	1-year	3-year	5-year	10-year	Since inception (03/21/2016)	Expense ratio ⁸ (net/gross)	Expense limit expiration date	30-Day SEC (Unsubsidized/subsidized) ⁹	Distribution yield ¹⁰	
Net asset value (NAV) return	1.46	14.40	27.59	16.79	17.02	—	16.31	0.15/0.15	—	1.00/1.00	0.82	
Market price return	1.49	14.59	27.71	16.82	17.04	—	16.31	—	—	—	—	
Nasdaq US Price Setters Index ^{5,7}	1.50	14.57	27.85	15.97	16.71	—	16.07	—	—	—	—	
S&P 500 Index ^{6,7}	0.58	15.92	30.01	15.98	16.89	—	16.55	—	—	—	—	
Calendar year returns (%)			2017	2018	2019	2020						
Net asset value (NAV) return				24.46	-1.44	33.75	16.35					
Market price return				24.40	-1.47	33.79	16.25					
Nasdaq US Price Setters Index ^{5,7}				24.97	-1.17	34.30	13.29					
S&P 500 Index ^{6,7}				21.83	-4.38	31.49	18.40					

Source: State Street and Principal Global Investors

Performance data quoted represents past performance. Past performance is no guarantee of future results and investment returns, and principal value of the Fund will fluctuate so that shares, when redeemed, may be worth more or less than their original cost. Current performance may be higher or lower than the performance quoted. Visit PrincipalETFs.com for current month-end performance.

⁵ The Nasdaq US Price Setters Index is designed to provide exposure to U.S. companies within the Nasdaq US Large Mid Cap Index which exhibit degrees of pricing power. The universe of securities is screened by a series of quantitative and qualitative factors. The top-ranked securities are then selected and a proprietary weighting methodology is applied. The index began on January 19, 2016 at a base value of 1000.

During 2020, the Fund experienced a significant one-time gain of approximately \$1.13 per share as the result of a one-time infusion of capital by the Manager due to an operational error by a third party. If such gain had not been recognized, the total return amounts expressed herein would have been lower.

⁶ S&P 500 Index is a market-capitalization-weighted index of 500 widely held stocks often used as a proxy for the stock market.

⁷ Index performance information reflects no deduction for fees, expenses, or taxes. Indices are unmanaged and individuals cannot invest directly in an index.

⁸ The net expense ratio reflects contractual expense limits, if any, which may lower net expenses and cause the gross and net expense ratios to differ. In such cases a date is listed through which expense limits are expected to apply; however, Principal Exchange-Traded Funds and the investment adviser may mutually agree to terminate the expense limits prior to the end of the period. Returns displayed are based on net total investment expense.

⁹ 30-Day SEC yield represents net investment income earned by a fund over a 30-day period, stated as an annual percentage. Unsubsidized yield reflects the SEC yield when some fund expenses are not waived. Subsidized yield reflects a fund's yield when all expense waivers are included.

¹⁰ As of October 1, 2021. The distribution yield is calculated by annualizing actual dividends distributed for the dividend period (monthly, quarterly, etc.) ending on the most recent dividend distribution date and dividing by the net asset value for the same date. The yield does not include long- or short-term capital gains distributions.

The Morningstar Rating™ for funds, or "star rating," is calculated for managed products (including mutual funds, variable annuity and variable life subaccounts, exchange-traded funds, closed-end funds, and separate accounts) with at least a three-year history. Exchange traded funds and open-ended mutual funds are considered a single population for comparative purposes. It is calculated based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a managed product's monthly excess performance, placing more emphasis on downward variations and rewarding consistent performance. The top 10% of products in each product category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. The Overall Morningstar Rating for a managed product is derived from a weighted average of the performance figures associated with its three-, five-, and 10-year (if applicable) Morningstar Rating metrics. The weights are: 100% three-year rating for 36-59 months of total returns, 60% five-year rating/40% three-year rating for 60-119 months of total returns, and 50% 10-year rating/30% five-year rating/20% three-year rating for 120 or more months of total returns. While the 10-year overall star rating formula seems to give the most weight to the 10-year period, the most recent three-year period actually has the greatest impact because it is included in all three rating periods. Morningstar ratings do not reflect the inclusion of sales charges. If sales charges were reflected, ratings could be lower.

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Active share: Measures how different portfolio weights in securities are from benchmark weights. The higher the active share, the more the portfolio differs from the benchmark.

Beta: Measures a portfolio's sensitivity to market movements. **Standard deviation:** Measures how widely portfolio returns have varied. **Sharpe ratio:** Measures how an investment balances risks and rewards. The higher the Sharpe ratio, the better the investment's historical risk-adjusted performance.

Returns shown for periods of less than one year are not annualized.

The portfolio re-balances annually and may not reflect current allocations.

Strategic beta refers to indices that aim to enhance returns or minimize risk relative to a traditional market-capitalization weighted benchmark.

Risks

Asset allocation and diversification do not ensure a profit or protect against a loss. Investing in ETFs involves risk, including possible loss of principal. ETFs are subject to risk similar to those of stocks, including those regarding short-selling and margin account maintenance.

Investor shares are bought and sold at market price (not NAV) and are not individually redeemed from the Fund. Ordinary brokerage commissions apply.

Equity investments involve greater risk, including heightened volatility, than fixed-income investments.

Mid-cap stocks may have additional risks, including greater price volatility.

Carefully consider a fund's objectives, risks, charges, and expenses. This material must be preceded or accompanied by a prospectus. Please read it carefully before investing.

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