

# Principal Millennials ETF

First quarter 2022

## Fund overview

A thematic, strategic beta solution that seeks to capitalize on the global spending power of Millennials. The Principal Millennials ETF seeks high growth potential by investing in companies favored by Millennials.

## Trading information

**Symbol** GENY  
**CUSIP** 74255Y508

**Exchange** Nasdaq

## Portfolio management

**Jeffrey A. Schwarte, CFA**

29 years of experience

**Aaron Siebel, CFA**

17 years of experience

## Fund information

|                             | Fund      | MSCI ACWI |
|-----------------------------|-----------|-----------|
| Net assets                  | \$26.7M   | —         |
| Number of holdings          | 134       | 2,939     |
| Dividend frequency          | Quarterly | —         |
| Active share                | 90.3%     | —         |
| Market cap <sup>1</sup>     | \$159.9B  | \$415.9B  |
| Beta (3-year)               | 1.2       | —         |
| Standard deviation (3-year) | 21.7      | 17.0      |
| Sharpe ratio (3-year)       | 0.5       | 0.8       |

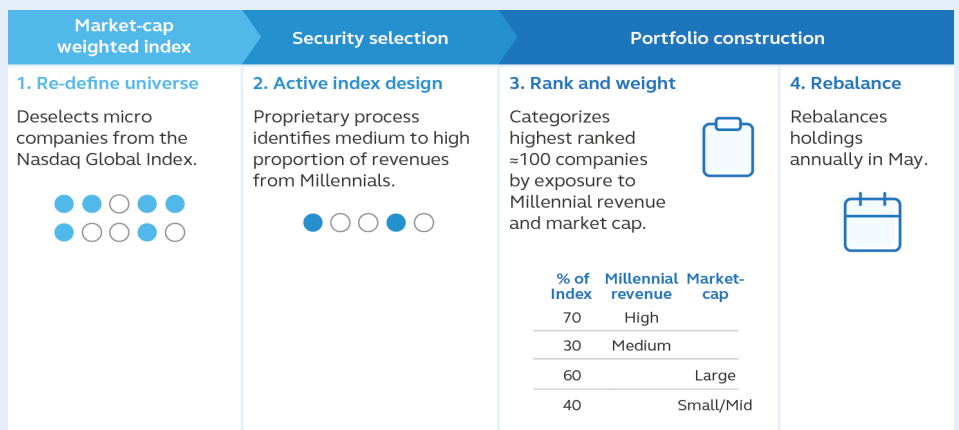
Source: FactSet, Principal Global Investors, and State Street

<sup>1</sup> 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.

## Harness the global impact of one of the largest generations in history

- Designed to benefit from the global spending patterns of nearly 2 billion millennials worldwide—a generation expected to spend \$10 trillion over their lifetimes.<sup>2</sup>
- Proprietary algorithm seeks companies that derive a significant proportion of their revenues from millennials, whose consumer preferences have transformed the economic landscape.
- Unconstrained approach cuts across sectors, geographies, and capitalizations to find companies poised to grow within this demographic.

## Index methodology



The Principal Millennials ETF seeks to track the Nasdaq Global Millennial Opportunity NTR Index<sup>SM</sup>, a Nasdaq-licensed index based on intellectual property of Principal. The index is designed to provide exposure to global equity securities of companies that are impacted by the spending and lifestyle activities of the millennial generation. 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:

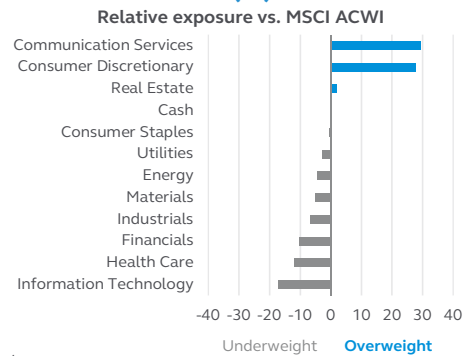
- A core satellite to global growth exposure may enhance returns.
- Active index design may make GENY an attractive complement to passive, cap-weighted strategies, with additional exposure to tech and consumer sectors.
- Incorporates a demographic theme that seeks to capitalize on anticipated changes in our world.

<sup>2</sup> Solomon, Micah. "For Small Business Week: All About Millennial Consumers and Millennial-Friendly Customer Experiences." Forbes, 3 May 2018. Effective November 1, 2021 the Principal Millennials Index ETF was renamed to the Principal Millennials ETF.

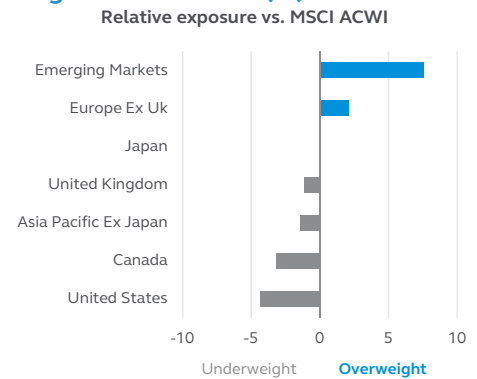
Top 10 holdings<sup>3</sup>

|                             | % of net assets |
|-----------------------------|-----------------|
| AFREECATV CO LTD            | 4.8             |
| KROGER CO                   | 3.8             |
| SONY GROUP CORP             | 3.6             |
| ALPHABET INC CL C           | 3.3             |
| UNIVERSAL MUSIC GROUP NV    | 2.9             |
| DISCOVER FINANCIAL SERVICES | 2.9             |
| HOME DEPOT INC              | 2.4             |
| SIGNET JEWELERS LTD         | 2.4             |
| ADYEN NV                    | 2.3             |
| REVOLVE GROUP INC           | 2.2             |
| <b>Total</b>                | <b>30.6</b>     |

<sup>3</sup> 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 (%)<sup>4</sup>

<sup>4</sup> 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.

Regional allocation (%)<sup>4</sup>

## Performance

|   | Total returns (%) |        |             |             |             |                              | Yields (%)                             |                               |  |                                  |
|---|-------------------|--------|-------------|-------------|-------------|------------------------------|--|-------------------------------|--|----------------------------------|
|   | 3-month           | 1-year | 3-year      | 5-year      | 10-year     | Since inception (08/19/2016) | Expense ratio <sup>9</sup> (net/gross) | Expense limit expiration date | 30-Day SEC (Unsubsidized/subsidized) <sup>10</sup> | Distribution yield <sup>11</sup> |
| Net asset value (NAV) return                                    | -15.79            | -18.02 | 11.17       | 14.21       | —           | 13.88                        | 0.45/0.45                              | —                             | 0.73/0.73  | 1.55                             |
| Market price return   | -15.93            | -18.49 | 10.87       | 13.94       | —           | 13.81                        | —                                      | —                             | —  | —                                |
| Nasdaq Global Millennial Opportunity NTR Index <sup>5,7,8</sup> | -15.56            | -17.40 | 11.56       | 14.59       | —           | 14.26                        | —                                      | —                             | —  | —                                |
| MSCI ACWI NTR Index <sup>6,7,8</sup>                            | -5.36             | 7.28   | 13.74       | 11.64       | —           | 11.83                        | —                                      | —                             | —  | —                                |
| <b>Calendar year returns (%)</b>                                |                   |        | <b>2017</b> | <b>2018</b> | <b>2019</b> | <b>2020</b>                  | <b>2021</b>                            |                               |  |                                  |
| Net asset value (NAV) return                                    |                   |        | 41.08       | -7.90       | 32.81       | 41.00                        | 2.67                                   |                               |  |                                  |
| Market price return   |                   |        | 41.23       | -9.52       | 33.91       | 41.13                        | 2.20                                   |                               |  |                                  |
| Nasdaq Global Millennial Opportunity NTR Index <sup>5,7,8</sup> |                   |        | 41.60       | -7.77       | 32.57       | 41.77                        | 3.27                                   |                               |  |                                  |
| MSCI ACWI NTR Index <sup>6,7,8</sup>                            |                   |        | 23.97       | -9.42       | 26.60       | 16.25                        | 18.54                                  |                               |  |                                  |

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](https://PrincipalETFs.com) for current month-end performance.**

<sup>5</sup> The Nasdaq Global Millennial Opportunity NTR Index is designed to provide exposure to companies within the Nasdaq Global Index that are considered to be driven by Millennials. The Index began on May 23, 2016 at a base value of 1000.

<sup>6</sup> The MSCI ACWI NTR Index (net of foreign withholding taxes) is a market capitalization weighted index designed to provide a broad measure of equity market performance throughout the world. It is comprised of stocks from both developed and emerging markets.

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

<sup>8</sup> Net Total Return (NTR) includes dividends after the deduction of withholding taxes.

<sup>9</sup> 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.

<sup>10</sup> 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.

<sup>11</sup> As of April 1, 2022. 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.

**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.

International and global investing involves greater risks such as currency fluctuations, political/social instability and differing accounting standards.

**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.**

ALPS Distributors, Inc. is the distributor of Principal ETFs. ALPS Distributors, Inc. and the Principal Funds are not affiliated.

© 2022 Principal Financial Services, Inc. Principal, Principal and symbol design, and Principal Financial Group are trademarks and service marks of Principal Financial Services, Inc., a member of the Principal Financial Group.

MM8596-31 | 04/2022 | 2119112-082022 | PRI001038-012024

NOT FDIC INSURED | MAY LOSE VALUE | NO BANK GUARANTEE