

ECON | COLUMBIA EMERGING MARKETS CONSUMER ETF



Overview

Target growth and diversification with an ETF that focuses exclusively on opportunities in emerging markets' consumer growth sectors.

Identifies growth opportunities

Taps into future growth potential of consumer sectors in emerging economies

Works to capitalize on demographic trends

Concentrates on the emerging markets' middle-class population growth rate

Enhances diversification

Focuses on providing access to leading consumer discretionary, consumer staples and communication services companies across emerging market countries

Fund Objective*

Seeks investment results that correspond (before fees and expenses) to the price and yield performance of the Dow Jones Emerging Markets Consumer Titans Index.

Index Description

The **Dow Jones Emerging Markets Consumer Titans Index** is a free-float market capitalization-weighted index that measures the performance of 60 leading emerging market companies in the Consumer Discretionary, Consumer Staples, and Communication Services sectors as defined by the Global Industry Classification System (GICS).

Fund Facts

ETF Ticker (NYSE Arca): **ECON**

Bloomberg Index Ticker: **DJECONT**

Fund inception: **09/14/2010**

Number of holdings: **64**

Expense ratio (% gross)*: **0.49**

Expense ratio (% net)*: **0.49**

Average Annual Total Returns (%)

	3-Month (cum.)	YTD (cum.)	1-Year	3-Year	5-Year	10-Year	Since Inception
Total Returns (Net Asset Value)	-9.75	-19.34	-21.90	-3.15	-5.92	-1.42	0.52
Total Returns (Market Price)	-10.80	-20.00	-22.17	-3.32	-6.12	-1.49	0.44
Dow Jones Emerging Markets Consumer Titans Index	-9.64	-19.04	-21.57	-2.44	-5.18	-0.48	1.55

Dow Jones Emerging Markets Consumer Titans Index Stock Selection Criteria

Starting Universe	All securities within the Consumer Discretionary, Consumer Staples, and Communication Services sectors in the S&P Emerging BMI Index. Securities with less than 75% of revenue from emerging markets or that have more than 10 nontrading days in the prior quarter are excluded.
Constituent Selection	Companies are first ranked by float-adjusted market capitalization, revenue, and net income ■ A final rank is given per company, calculated by weighting market capitalization rank at 60%, revenue at 20%, and net income at 20% ■ The top 20 ranked securities in each of the three sectors are then selected (for a total of 60 names)
Constituent Weighting	Securities are market capitalization weighted, with the weight of any individual security capped at a maximum of 4.5%. The weight of each country must be within 75% and 125% of the weight in the initial index universe.
Rebalancing Frequency	The index is reconstituted annually; securities are rebalanced quarterly.

Performance data quoted represents past performance. Past performance 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. Current performance data may be higher or lower than actual data quoted. For the most current month-end performance data, please call 800.426.3750.

Total Returns (Net Asset Value) are calculated using the daily 4:00 pm ET net asset value (NAV). Through July 31, 2020, Market Price returns are based on the midpoint of the bid/ask spread for fund shares at market close (typically 4:00 pm ET). Beginning with August 31, 2020 month-end performance, Market Price returns are based on closing prices reported by the fund's primary listing exchange (typically 4:00 pm ET close). Performance results shown reflect expense reimbursements (if any), without which the results would have been lower. Shares may trade at a premium or discount to the NAV. Returns over one year are annualized. *ETF shares are bought and sold at market price (not NAV) and are not individually redeemed from the fund. Investors buy and sell shares on a secondary market. Only market or "authorized participants" may trade directly with the Fund(s), typically in blocks of 50,000 shares.*

*The fund's expense ratio is from the most recent prospectus.

Not FDIC or NCUA Insured	No Financial Institution Guarantee	May Lose Value
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Sector Breakdown (%)

	■ Columbia Emerging Markets Consumer ETF	◆ MSCI Emerging Markets Index Net
Consumer Discretionary	37.4	
Communication Services	32.6	
Consumer Staples	30.0	

Top Holdings (%)

Hindustan Unilever	4.9
Meituan	4.6
Alibaba Group Holding	4.2
Saudi Telecom	4.1
Tencent Holdings	4.1
JD.Com	4.0
Chunghwa Telecom	3.9
Maruti Suzuki India	3.7
Mahindra & Mahindra	3.7
Baidu	3.0

Portfolio Management

Christopher Lo, CFA	24 years of experience
Henry Hom	14 years of experience

Top Countries (%)

	■ Columbia Emerging Markets Consumer ETF	◆ MSCI Emerging Markets Index Net
China	41.1	
India	20.7	
Taiwan	12.4	
Saudi Arabia	6.0	
Brazil	4.5	
South Africa	3.0	
Thailand	3.0	
Indonesia	2.9	
Mexico	2.8	
United Arab Emirates	1.9	

Key statistics

	ECON	MSCI Emerging Markets Index Net
Market cap (weighted average, \$b)	54.26	79.93
Market cap (weighted median, \$b)	27.85	23.78
Total constituent daily traded value (\$b)	9.42	39.35
P/E ratio (wtd harmonic avg, trailing)	20.51	9.56
Price/book ratio (weighted average)	2.89	1.47
Index Dividend Yield (%)	1.94	3.56

Top holdings are as of the date given, are subject to change at any time and are not recommendations to buy or sell any security.
Percentages may not add up to 100 due to rounding.

To find out more, call 888.800.4347
or visit www.columbiathreadneedleus.com/etf



Investing involves risks, including the risk of loss of principal. **Market** risk may affect a single issuer, sector of the economy, industry or the market as a whole. The fund is **passively managed** and seeks to track the performance of an index. The fund may not sell a poorly performing security unless it was removed from the **Index**. There is no guarantee that the index will achieve positive returns. Risk exists that the index provider may not follow its **methodology** for index construction. Errors may result in a negative fund performance. The fund's **net value** will generally decline when the market value of its targeted index declines. **Foreign** investments subject the fund to risks, including political, economic, market, social and other risks impacting a particular country, as well as to currency instabilities and less stringent financial and accounting standards generally applicable to U.S. issuers. These risks are enhanced for **emerging market** issuers. Investment in or exposure to **foreign currencies** subjects the fund to currency fluctuation and risk of loss. Investments in **small- and mid-cap** companies involve risks and volatility greater than investments in larger, more established companies. The fund **concentrates** its investments in issuers of one or more particular industries to the same extent as the underlying index. Investments in a narrowly focused sector such as **consumer** may exhibit higher volatility than investments with a broader focus. Although the fund's shares are listed on an **exchange**, there can be no assurance that an active, liquid or otherwise orderly trading market for shares will be established or maintained. Active market **trading** may increase portfolio turnover, transaction costs and tracking error to the targeted index. The fund may have **portfolio turnover**, which may cause an adverse cost impact. There may be additional **portfolio turnover risk** as active market trading of the fund's shares may cause more frequent creation or redemption activities that could, in certain circumstances, increase the number of portfolio transactions as well as tracking error to the Index and as high levels of transactions increase brokerage and other transaction costs and may result in increased taxable capital gains. The Fund has investment exposure to Chinese companies through legal structures known as **variable interest entities (VIEs)** in which the Fund holds only contractual rights (rather than equity ownership) in the company. VIEs are subject to breach of such contract and uncertainty over the legitimacy and regulation of VIEs which could adversely affect the value of VIE investments.

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Dividend Yield is a financial ratio that shows how much a company pays out in dividends each year relative to its share price. **Market Capitalization** is the total dollar value of all outstanding shares, calculated by multiplying shares times current market price. **Price/Book Ratio** is a stock's price divided by its book value, and may help determine if it is valued fairly. **P/E Ratio (Trailing)** is a stock's price divided by after-tax earnings over a trailing 12-month period, which serves as an indicator of value based on earnings. **Total Constituent Daily Traded Value** is the sum of the six-month average daily traded value (in USD) of a fund's individual holdings.

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The **MSCI Emerging Markets Index - Net (EMI)** is a free float-adjusted market capitalization index that is designed to measure equity market performance in the global emerging markets. As of June 2006, the MSCI Emerging Markets Index consisted of the following 25 emerging market country indices: Argentina, Brazil, Chile, China, Colombia, Czech Republic, Egypt, Hungary, India, Indonesia, Israel, Jordan, Korea, Malaysia, Mexico, Morocco, Pakistan, Peru, Philippines, Poland, Russia, South Africa, Taiwan, Thailand and Turkey.

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Carefully consider the fund's investment objectives, risk factors and charges and expenses before investing. This and other information can be found in the fund's prospectus, which may be obtained by calling 888.800.4347 or by visiting the fund's website www.columbiathreadneedleus.com/etf to view or download a prospectus. Read the prospectus carefully before investing. Investing involves risks, including possible loss of principal.