

## ETFMG Prime Mobile Payments ETF<sup>1</sup>

as of 9/30/23

IPAY<sup>®</sup> capitalizes on the shift from credit card and cash transactions to digital and electronic systems.

The first ETF to target the mobile payments industry.<sup>2</sup>

Benefits from the increasing use of smartphones, e-commerce and the need for hassle-free transacting.

Capitalizes on the transition taking place from cash/physical credit card payments to a mobile/digital system.

Mobile payment market size is estimated to be valued at \$42 billion in 2022 and reach \$590 billion by 2032, at a CAGR of 30%.<sup>3</sup>

### FOR MORE INFORMATION

Website: [etfmfg.com/IPAY](http://etfmfg.com/IPAY)  
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 Sales Inquiries: 1.844.ETF.MGRS

### FUND INFORMATION

Fund Inception<sup>4</sup> 7/15/15  
 Ticker IPAY  
 AUM<sup>5</sup> \$357M  
 CUSIP 26924G409  
 ISIN US26924G4091  
 Stock Exchange NYSE ARCA  
 Expense Ratio 0.75%  
 Intraday NAV (IIV)<sup>6</sup> IPAY.IV  
 NAV Symbol IPAY.NV  
 Rebalance Freq. Quarterly

### TOP 10 FUND HOLDINGS (%)

Mastercard Inc 6.11  
 American Express Co 6.02  
 Paypal Holdings Inc 5.96  
 Visa Inc 5.96  
 Fiserv Inc 5.93  
 Fidelity National 3.78  
 Global Payments Inc 3.47  
 Block Inc 3.05  
 Adyen Nv 2.96  
 Discover Financial Services 2.93

### KEY INDEX FACTS

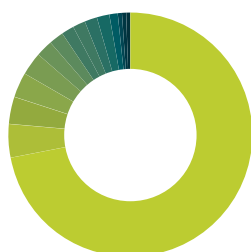
Index Provider Prime Indexes  
 No. of Holdings<sup>7</sup> 57  
 Index Ticker PMOBILEN

### Performance

	CUMULATIVE				ANNUALIZED					
	1 MONTH	3 MONTH	YTD	SINCE INCEP.	1 YEAR	3 YEARS	5 YEARS	10 YEARS	SINCE INCEP.	
MARKET PRICE	-6.77%	-8.44%	-0.41%	58.33%	3.58%	-10.42%	-1.71%			5.76%
NAV	-6.47%	-8.20%	-0.32%	58.93%	3.64%	-10.27%	-1.61%			5.80%
INDEX	-6.46%	-8.14%	0.32%	66.18%	4.47%	-9.88%	-1.10%			6.38%

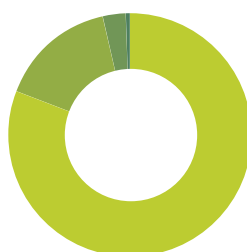
Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Funds may be lower or higher than the performance quoted. All performance is historical and includes reinvestment of dividends and capital gains. Performance data current to the most recent month end may be obtained by calling 1-844-ETF-MGRS (1-844-383-6477). Performance is annualized for periods greater than 1 year.

### Country Exposure (%)



71.52	United States	1.67	Uruguay
4.47	Brazil	1.55	United Arab Emirates
3.41	Japan	1.50	Puerto Rico
3.38	Korea, Republic of	1.32	Canada
2.96	Netherlands	0.52	China
2.35	United Kingdom	0.51	Hong Kong
1.80	France	0.30	Australia
1.79	Italy		

### Sub-Industry Exposure (%)



80.15	Transaction & Payment Processing
15.40	Consumer Finance
2.99	Application Software
0.51	Electronic Equipment & Instruments

## About the Fund

The ETFMG Prime Mobile Payments ETF (IPAY®) seeks to replicate as closely as possible, before fees and expenses, the price and yield performance of the Prime Mobile Payments Index. The Index provides a benchmark for investors interested in tracking the mobile and electronic payments industry, specifically focusing on credit card networks, payment infrastructure and software services, payment processing services, and payment solutions (such as smartcards, prepaid cards, virtual wallets).

## About the Index

The Prime Mobile Payments Index (the "Index") is designed to provide a benchmark for investors interested in tracking the mobile and electronic payments industry. The stocks are screened for liquidity and weighted according to a modified linear-based capitalization-weighted methodology. An investment cannot be made directly in an Index.

**Carefully consider the Fund's investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in the Fund's prospectus, which may be obtained by calling 1-844-ETF-MGRS (1-844-383-6477), or by visiting [www.etfmfg.com/IPAY](http://www.etfmfg.com/IPAY). Read the prospectus carefully before investing.**

<sup>1</sup> Effective August 1, 2017 the name of the PureFunds ISE Mobile Payments ETF is changed to the ETFMG Prime Mobile Payments ETF (the "Fund").

<sup>2</sup> First-to-market claim is based on our review of industry data as of July 15, 2015. No information to the contrary has come to our attention to date. For more information or inquiries about this claim, please contact [info@etfmfg.com](mailto:info@etfmfg.com)

<sup>3</sup> Source: [einnews.com](http://einnews.com)

<sup>4</sup> The Fund's benchmark before 8/1/17 was the ISE Mobile Payments Index. On 8/1/17, the Fund's benchmark became the Prime Mobile Payments Index.

<sup>5</sup> AUM as of 9/30/23 and is subject to change on a daily basis.

<sup>6</sup> Net Asset Value is the net value of an investment fund's assets less its liabilities, divided by the number of shares outstanding. Expenses and fees, including management and distribution fees, if any, are accrued daily and taken into account for purposes of determining NAV. NAV is determined each business day, normally as of the close of regular trading of the New York Stock Exchange (ordinarily 4:00pm., Eastern time). Market returns are based upon the midpoint of the bid-ask spread at 4:00pm Eastern time (when NAV is normally determined for most ETFs). Market price returns do not represent the returns you would receive if you traded shares at other times.

<sup>7</sup> Holdings are subject to change without notice.

**Investing involves risk, including the possible loss of principal.** Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Narrowly focused investments typically exhibit higher volatility. Mobile Payment Companies face intense competition, both domestically and internationally, and are subject to increasing regulatory constraints, particularly with respect to fees, competition and anti-trust matters, cybersecurity and privacy. Mobile Payment Companies may be highly dependent on their ability to enter into agreements with merchants and other third parties to utilize a particular payment method, system, software or service, and such agreements may be subject to increased regulatory scrutiny. Additionally, certain Mobile Payment Companies have recently faced increased costs related to class-action litigation challenging such agreements. Such factors may adversely affect the profitability and value of such companies. The Fund is non-diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies. The Fund's return may not match or achieve a high degree of correlation with the return of the Prime Mobile Payments Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index. Diversification does not guarantee a profit, nor does it protect against a loss in a declining market.

The ETFMG Funds are distributed by Foreside Fund Services, LLC. Not an adviser affiliate.

ETF Managers Group LLC is the investment adviser to the Fund.

ETF Managers Group LLC is a wholly owned subsidiary of Exchange Traded Managers Group LLC (collectively, "ETFMG"). ETFMG is not affiliated with Prime Indexes.

The Fund is intended to be made available only to U.S. residents. Under no circumstances is any information provided on this website intended for distribution to or use by, or to be an offer to sell to or solicitation of an offer to buy the Fund or any investment product or service of, any person or entity in any jurisdiction or country, other than the United States, where such distribution, use, offer or solicitation would subject the Fund or its affiliates to any registration requirement or be unlawful under the securities laws of that jurisdiction or country.