

ETF Playbook

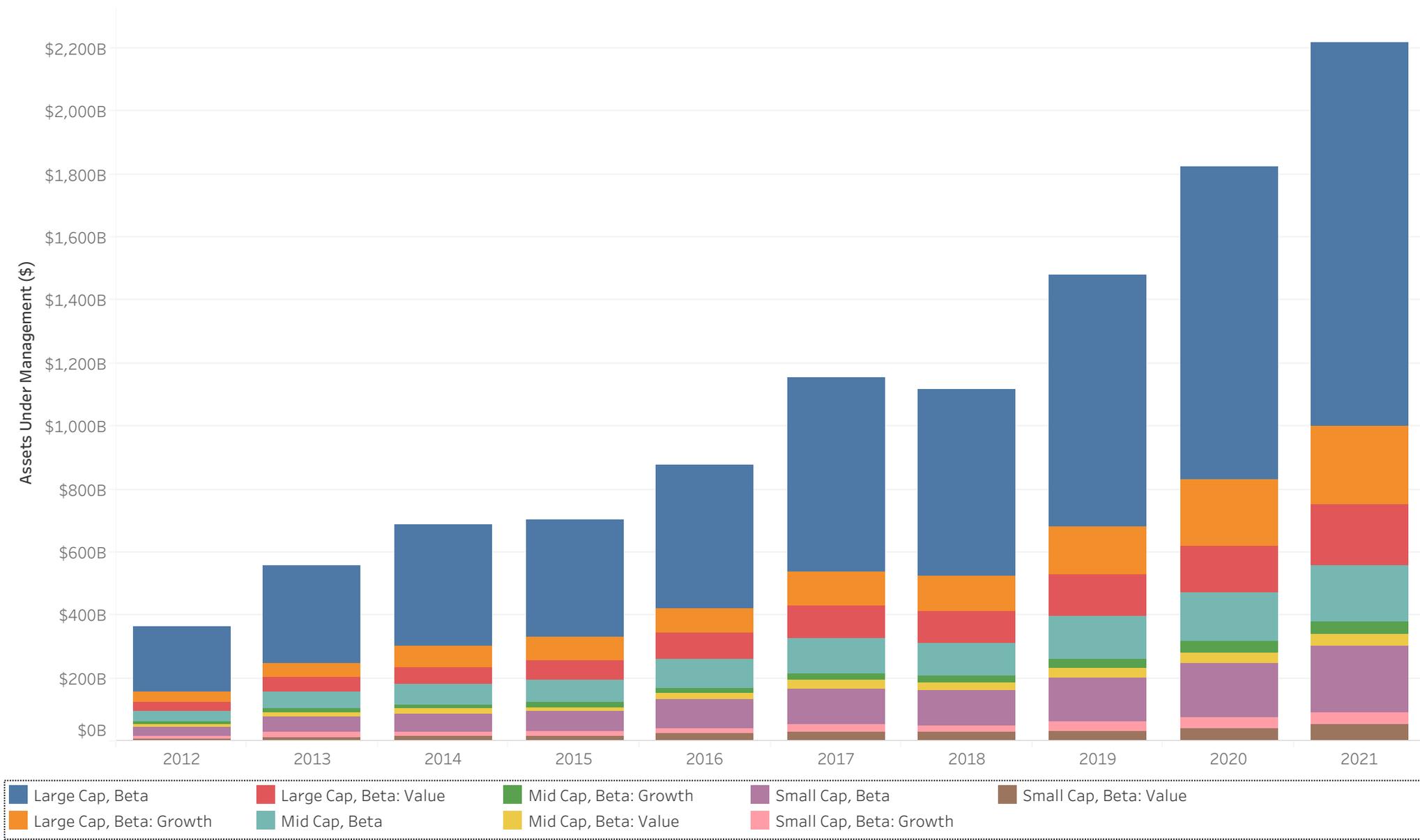
U.S. Size & Style
(Beta Strategies Only)



ETF
ACTION

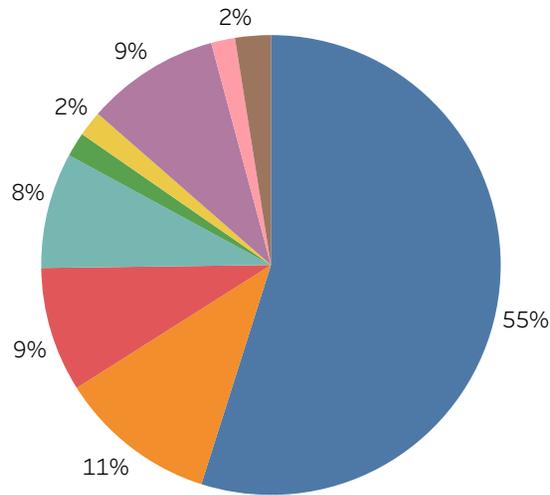
July 17, 2021

Annual AUM Growth



*Size & Style landscape data is represented by Sub-asset class Equity > Size & Style composite ETFs > U.S. market > Large, Mid, & Small Cap reach > Beta, Beta: Value, Beta: Growth strategies according to the ETF Action Classification System. Excludes inverse funds. **Flows delayed one day.

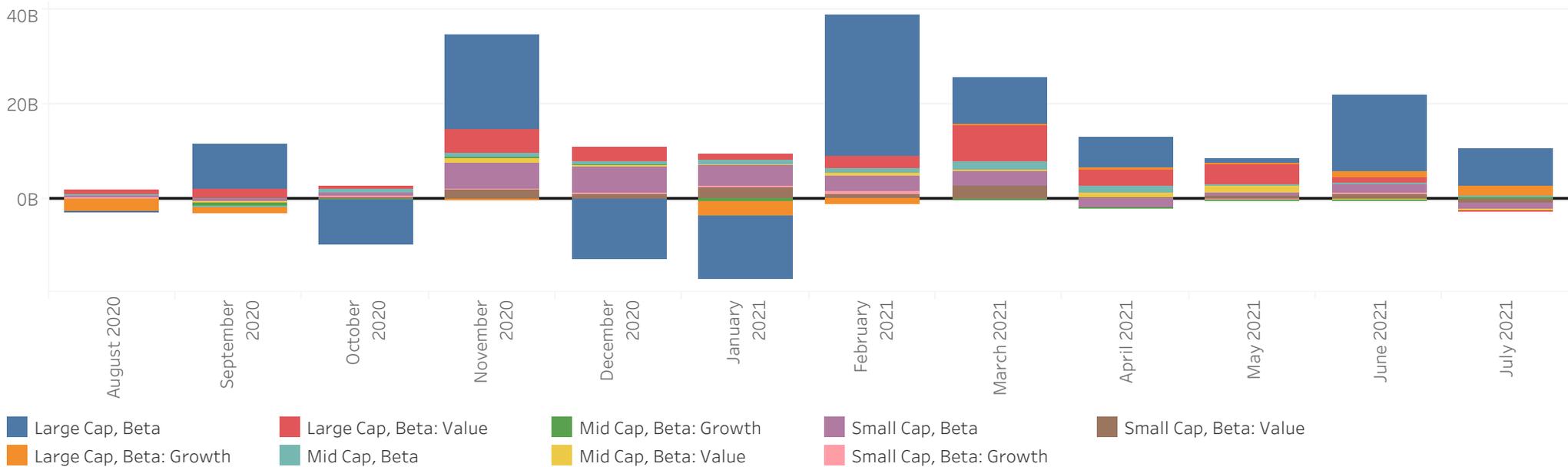
U.S. Size & Style AUM Makeup



Landscape Assets & Flows

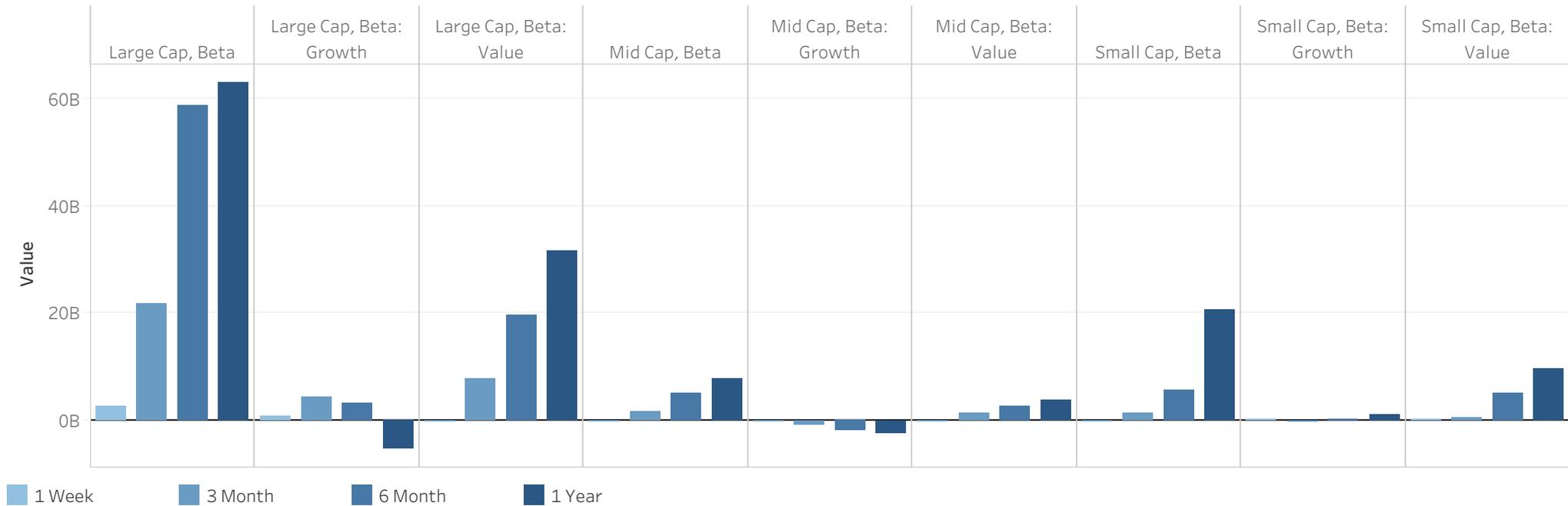
	Funds	AUM	1 Week	3 Month	6 Month	1 Year
Large Cap, Beta	24	\$1,217,218M	\$2,626M	\$21,594M	\$58,832M	\$63,110M
Large Cap, Beta: Growth	10	\$246,877M	\$648M	\$4,049M	\$3,021M	(\$5,562M)
Large Cap, Beta: Value	10	\$194,347M	\$5M	\$7,623M	\$19,519M	\$31,571M
Mid Cap, Beta	10	\$180,188M	\$3M	\$1,564M	\$4,943M	\$7,616M
Mid Cap, Beta: Growth	6	\$38,290M	(\$66M)	(\$1,034M)	(\$2,125M)	(\$2,432M)
Mid Cap, Beta: Value	6	\$39,548M	(\$223M)	\$1,105M	\$2,539M	\$3,582M
Small Cap, Beta	12	\$208,230M	(\$350M)	\$1,301M	\$5,395M	\$20,623M
Small Cap, Beta: Growth	7	\$37,155M	\$34M	(\$474M)	\$163M	\$887M
Small Cap, Beta: Value	7	\$55,414M	\$23M	\$527M	\$5,076M	\$9,544M

Monthly Flows



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Flows by Time Frames Bar Chart



Weekly Flows Leaders

		AUM	1 Week
VOO	Vanguard S&P 500 ETF	\$238,515M	\$1,405M
VTWO	Vanguard Russell 2000 ETF	\$5,103M	\$879M
QQQ	Invesco QQQ Trust	\$180,607M	\$709M
IVV	iShares Core S&P 500 ETF	\$292,112M	\$504M
VBR	Vanguard Small Cap Value ETF	\$24,687M	\$217M
VUG	Vanguard Growth ETF	\$81,043M	\$165M
VO	Vanguard Mid-Cap ETF	\$50,438M	\$156M
VTV	Vanguard Value ETF	\$82,437M	\$147M
MGK	Vanguard Mega Cap Growth ETF	\$11,733M	\$137M
IWF	iShares Russell 1000 Growth ETF	\$70,967M	\$112M

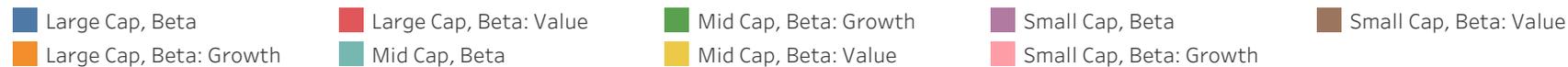
Weekly Flows Laggards

		AUM	1 Week
IJR	iShares Core S&P Small Cap ETF	\$70,674M	(\$898M)
IWM	iShares Russell 2000 ETF	\$68,334M	(\$455M)
SPY	SPDR S&P 500 ETF Trust	\$383,423M	(\$453M)
VOE	Vanguard Mid-Cap Value ETF	\$14,514M	(\$129M)
MDY	SPDR S&P Midcap 400 ETF Trust	\$21,454M	(\$109M)
IWN	iShares Russell 2000 Value ETF	\$16,282M	(\$98M)
IWP	iShares Russell Mid-Cap Growth ETF	\$15,885M	(\$78M)
BBMC	JPMorgan BetaBuilders U.S. Mid Cap Equity ETF	\$1,664M	(\$70M)
IJS	iShares S&P Small-Cap 600 Value ETF	\$9,162M	(\$66M)
SPYV	SPDR Portfolio S&P 500 Value ETF	\$12,101M	(\$66M)

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Monthly Performance

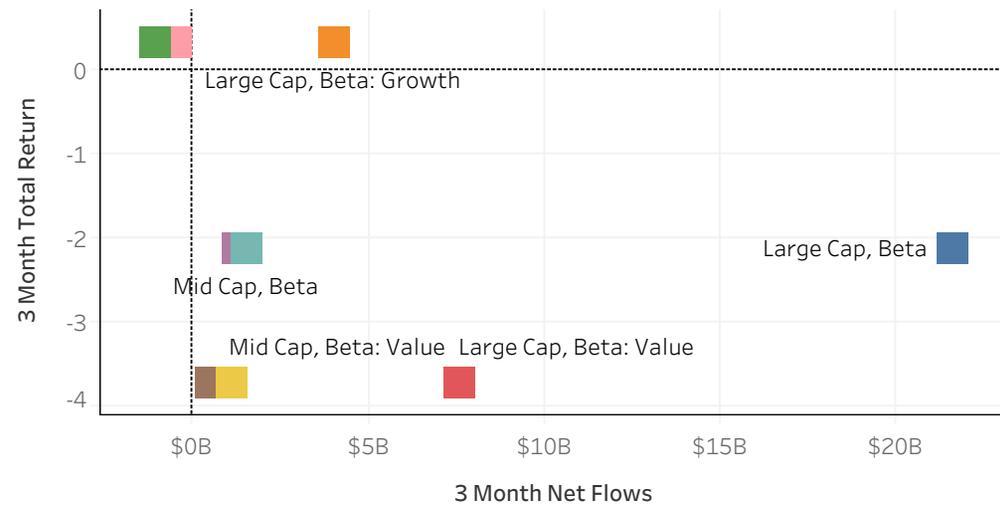
July 2020	August 2020	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021
7.51%	10.29%	-1.93%	3.52%	19.14%	9.00%	5.01%	10.14%	6.65%	7.02%	3.35%	5.99%
6.85%	7.91%	-2.35%	2.29%	17.60%	8.18%	4.72%	8.84%	6.33%	5.24%	2.43%	3.34%
5.91%	5.16%	-2.48%	2.05%	16.42%	7.48%	4.64%	6.86%	5.65%	4.71%	2.12%	3.13%
5.26%	4.48%	-2.82%	1.42%	15.59%	5.58%	0.65%	6.03%	3.46%	4.59%	0.86%	3.11%
4.87%	4.07%	-3.29%	1.07%	14.26%	5.57%	0.65%	5.39%	3.15%	4.57%	0.39%	1.03%
3.79%	3.90%	-3.68%	0.55%	13.13%	5.12%	0.61%	3.23%	2.35%	3.62%	0.26%	0.31%
3.53%	3.78%	-3.97%	-1.97%	12.91%	4.23%	-0.61%	3.19%	2.00%	2.52%	-1.27%	-0.95%
3.52%	3.70%	-4.68%	-2.83%	11.44%	4.04%	-0.71%	2.50%	0.28%	2.33%	-1.36%	-1.01%
2.45%	3.22%	-4.72%	-3.28%	9.95%	3.51%	-1.17%	0.13%	-1.30%	2.31%	-1.48%	-2.30%



Performance

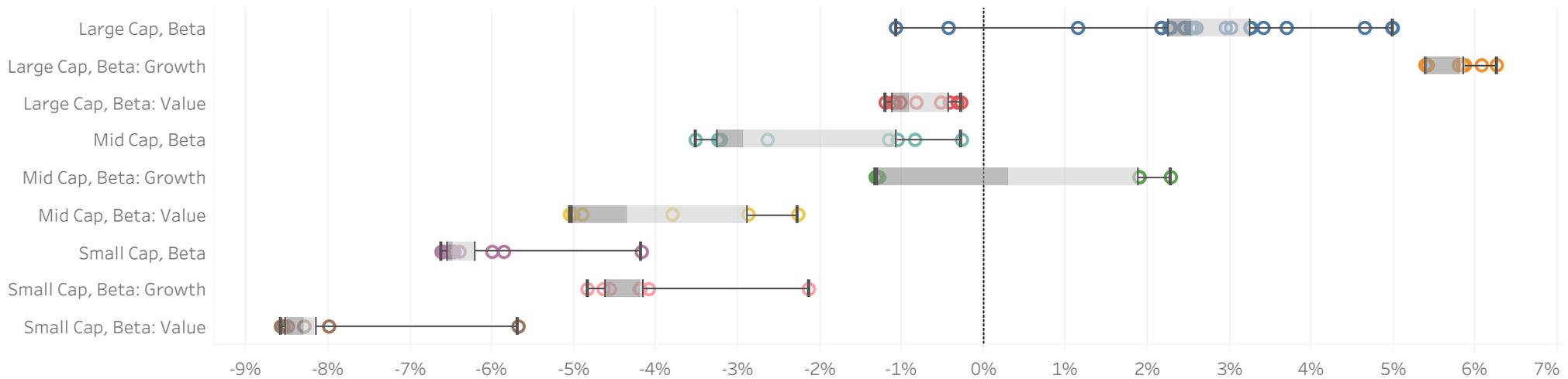
	1 Month	3 Month	YTD	1 Year
Large Cap, Beta	2.62%	3.39%	14.62%	36.72%
Large Cap, Beta: Growth	5.73%	5.66%	15.38%	38.39%
Large Cap, Beta: Value	-0.79%	1.33%	15.76%	34.69%
Mid Cap, Beta	-2.24%	-1.69%	13.10%	42.46%
Mid Cap, Beta: Growth	0.36%	-1.05%	8.44%	36.61%
Mid Cap, Beta: Value	-3.99%	-1.81%	18.82%	48.47%
Small Cap, Beta	-6.22%	-3.81%	12.73%	50.24%
Small Cap, Beta: Growth	-4.10%	-4.30%	4.92%	40.00%
Small Cap, Beta: Value	-7.98%	-3.23%	20.32%	60.64%

3 Month Total Return vs Net Flows

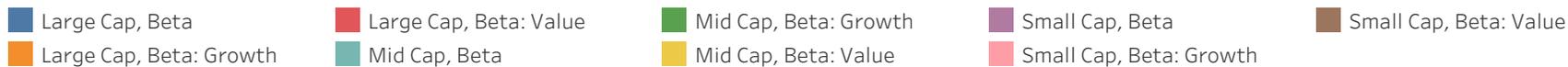


*Size & Style performance calculated as averages. Landscape data is represented by Sub-asset class Equity > Size & Style composite ETFs > U.S. market > Large, Mid, & Small Cap reach > Beta, Beta: Value, Beta: Growth strategies according to the ETF Action Classification System. Excludes leverage & inverse funds. **Flows delayed one day.

One Month Performance Ranges - Box & Whisker Plot



One Month Performance



One Month Performance Leaders

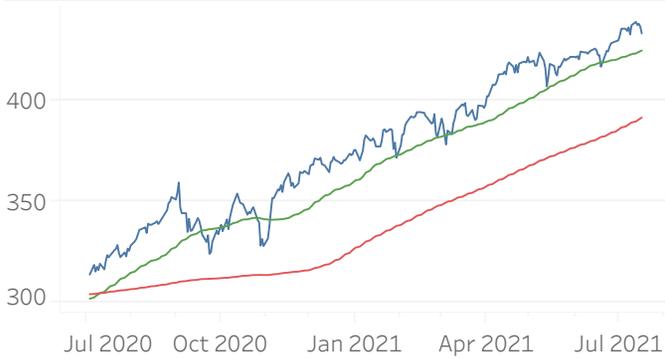
		1 Mo	YTD
IWY	iShares Russell Top 200 Growth ETF	6.25%	16.02%
MGK	Vanguard Mega Cap Growth ETF	6.07%	15.91%
SCHG	Schwab U.S. Large-Cap Growth ETF	5.87%	15.73%
VOOG	Vanguard S&P 500 Growth ETF	5.85%	16.57%
IVW	iShares S&P 500 Growth ETF	5.84%	16.46%
SPYG	SPDR Portfolio S&P 500 Growth ETF	5.79%	16.54%
IWF	iShares Russell 1000 Growth ETF	5.41%	14.36%
VUG	Vanguard Growth ETF	5.39%	14.82%
VONG	Vanguard Russell 1000 Growth ETF	5.39%	14.40%
ILCG	iShares Morningstar Growth ETF	5.38%	12.97%

One Month Performance Laggards

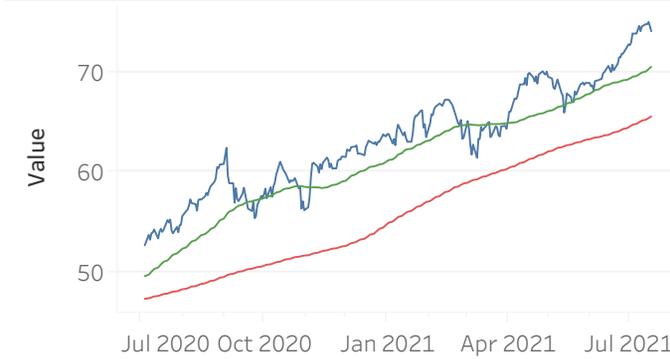
		1 Mo	YTD
IJS	iShares S&P Small-Cap 600 Value ETF	-8.58%	22.15%
VIOV	Vanguard S&P Small-Cap 600 Value ETF	-8.54%	22.24%
SLYV	SPDR S&P 600 Small Cap Value ETF	-8.50%	22.36%
VTWV	Vanguard Russell 2000 Value ETF	-8.30%	19.10%
IWN	iShares Russell 2000 Value ETF	-8.29%	19.32%
ISCV	iShares Morningstar Small Cap Value ETF	-7.99%	19.19%
ISCB	iShares Morningstar Small-Cap ETF	-6.62%	12.32%
VIOO	Vanguard S&P Small-Cap 600 ETF	-6.59%	16.62%
PBSM	Invesco PureBeta MSCI USA Small Cap ETF	-6.53%	12.35%
IJR	iShares Core S&P Small Cap ETF	-6.53%	16.62%

*Sector landscape data is represented by Sub-asset class Equity > Sector composite ETFs > U.S. market according to the ETF Action Classification System. Excludes leverage & inverse funds.

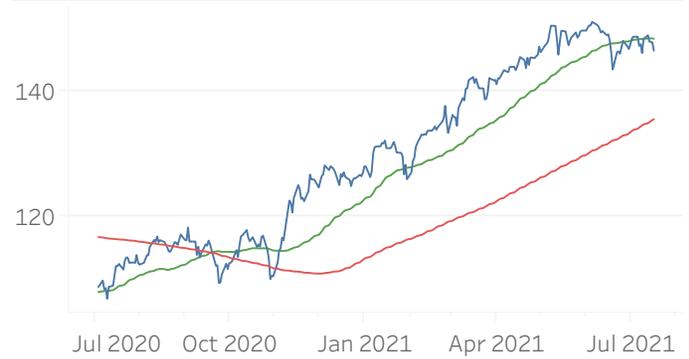
Large Cap Blend (S&P 500) IVV



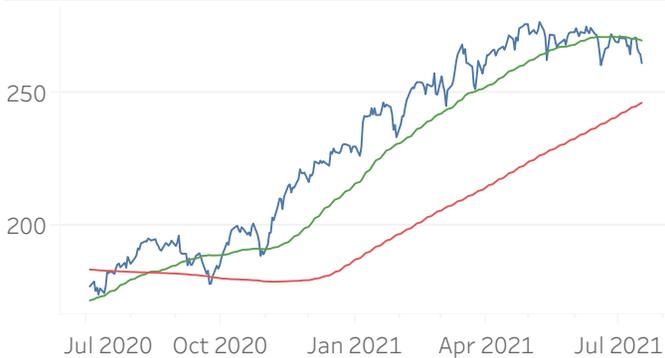
Large Cap Growth (S&P 500) IVW



Large Cap Value (S&P 500) IVE



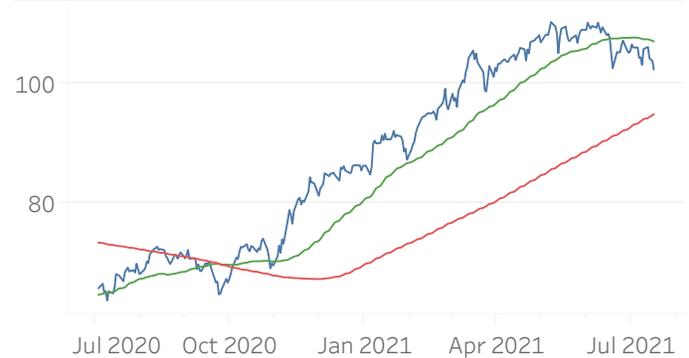
Mid Cap Blend (S&P 400) IJH



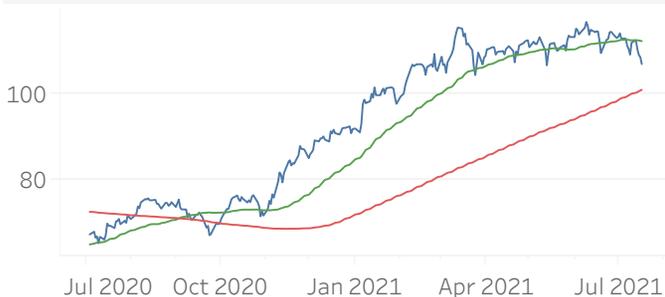
Mid Cap Growth (S&P 400) IJK



Mid Cap Value (S&P 400) IJJ



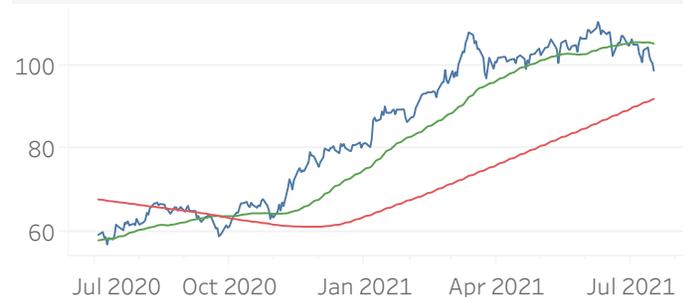
Small Cap Blend (S&P 600) IJR



Small Cap Growth (S&P 600) IJT



Small Cap Value (S&P 600) IJS



■ Closing Price
 ■ 50 Day Moving Average
 ■ 200 Day Moving Average

*Sector ETFs chosen for illustrative purposes only. Sector price charts represented by the Select Sector SPDR ETFs.

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