

ETF Playbook

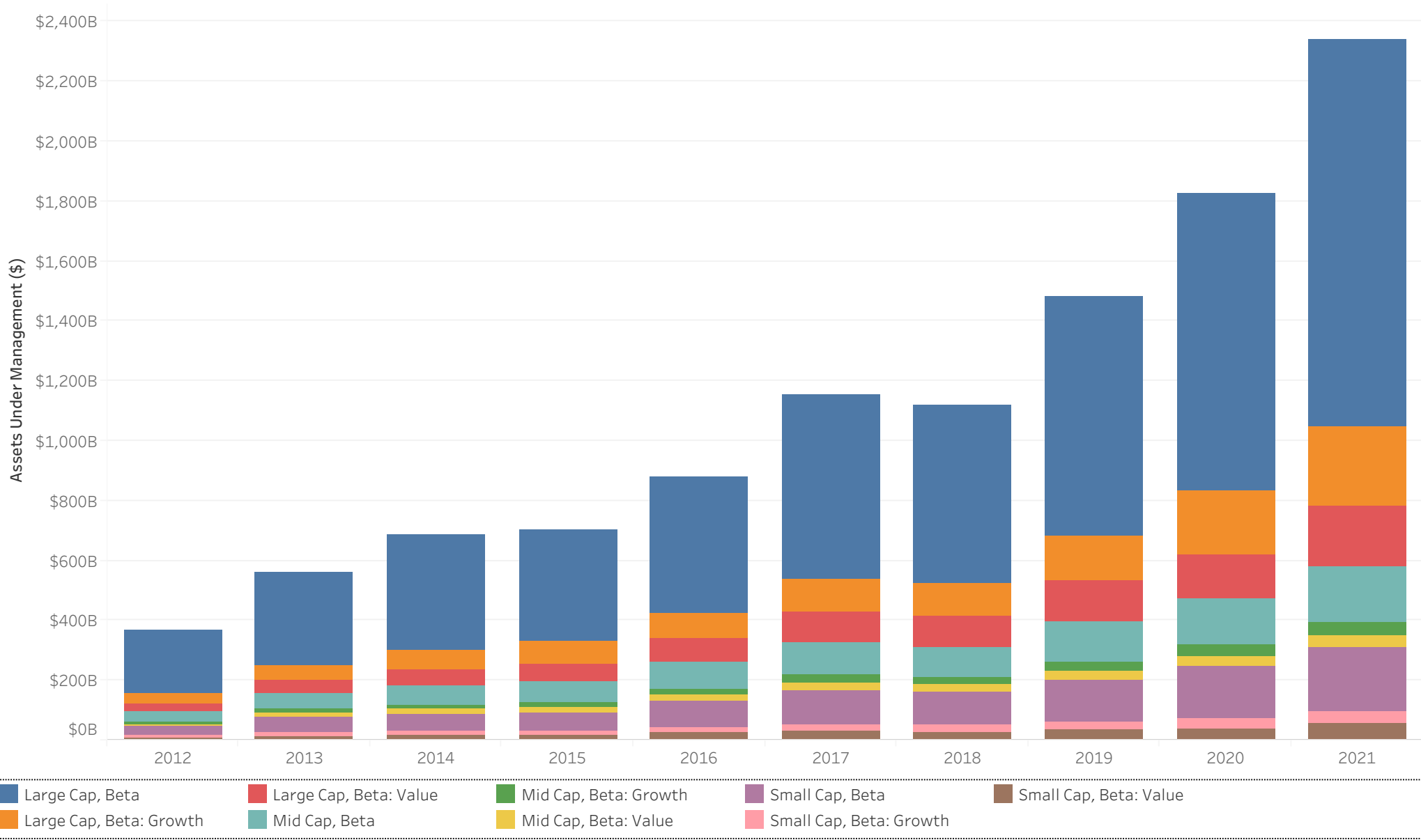
U.S. Size & Style
(Beta Strategies Only)



ETF
ACTION

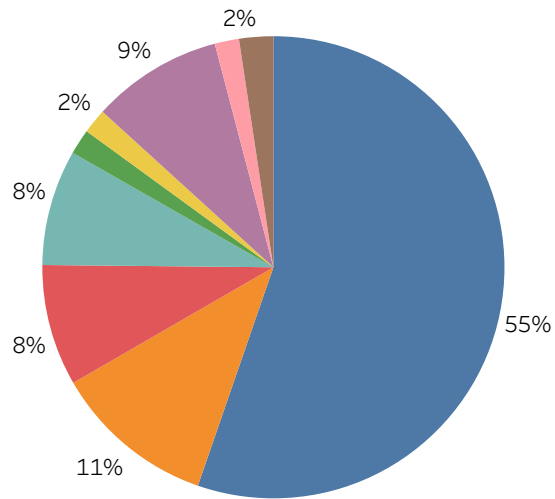
September 19, 2021

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.

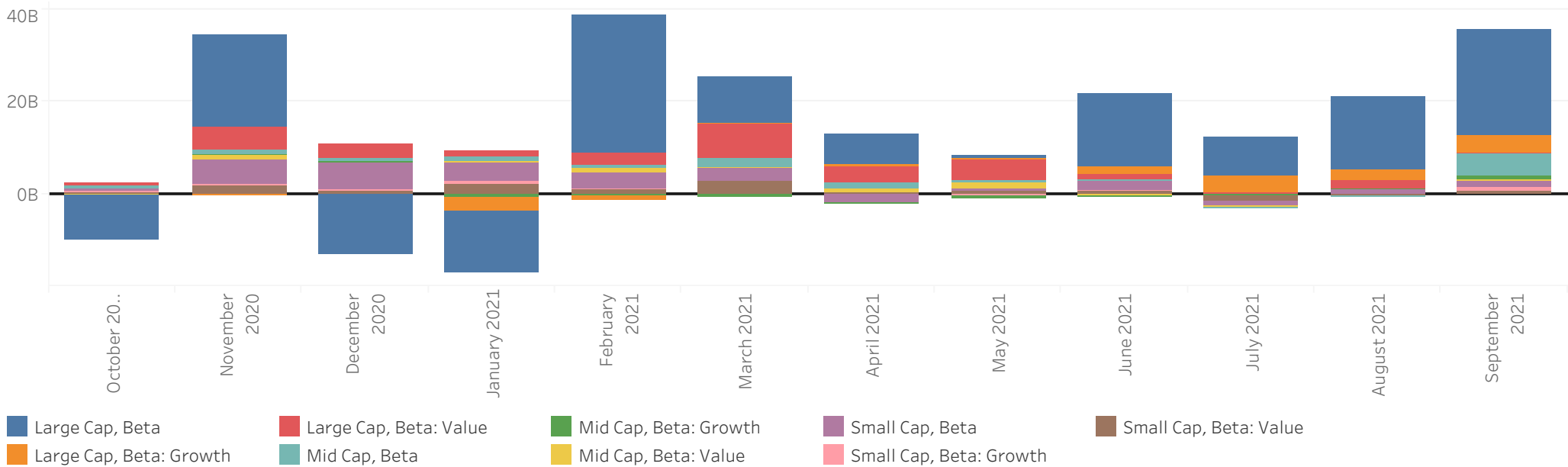
U.S. Size & Style AUM Makeup



Landscape Assets & Flows

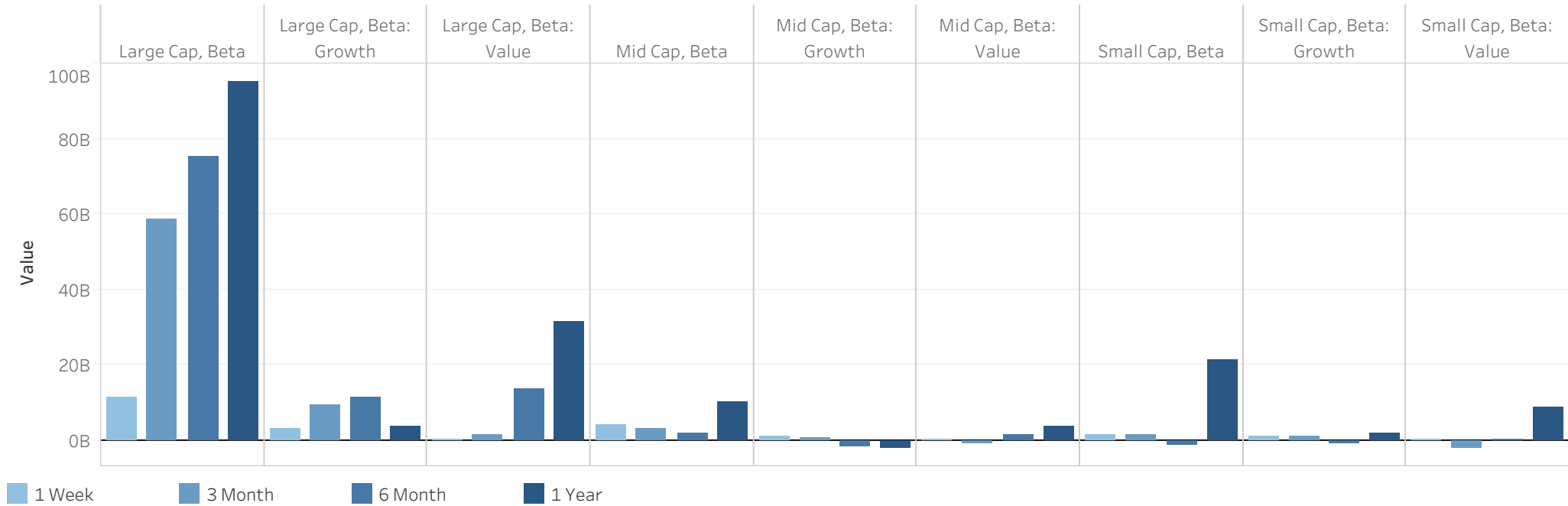
	Funds	AUM	1 Week	3 Month	6 Month	1 Year
Large Cap, Beta	24	\$1,294,929M	\$11,472M	\$58,598M	\$75,185M	\$95,145M
Large Cap, Beta: Growth	10	\$266,313M	\$2,910M	\$9,467M	\$11,315M	\$3,558M
Large Cap, Beta: Value	10	\$198,811M	\$258M	\$1,593M	\$13,819M	\$31,554M
Mid Cap, Beta	10	\$189,481M	\$3,970M	\$3,087M	\$1,932M	\$10,196M
Mid Cap, Beta: Growth	6	\$41,416M	\$945M	\$642M	(\$1,640M)	(\$2,050M)
Mid Cap, Beta: Value	6	\$40,740M	\$388M	(\$1,012M)	\$1,561M	\$3,611M
Small Cap, Beta	12	\$214,751M	\$1,332M	\$1,302M	(\$1,175M)	\$21,391M
Small Cap, Beta: Growth	7	\$39,745M	\$894M	\$1,051M	(\$802M)	\$1,783M
Small Cap, Beta: Value	7	\$55,438M	\$273M	(\$1,793M)	\$335M	\$8,728M

Monthly Flows



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Flows by Time Frames Bar Chart



Weekly Flows Leaders

		AUM	1 Week
SPY	SPDR S&P 500 ETF Trust	\$400,711M	\$9,416M
VO	Vanguard Mid-Cap ETF	\$52,565M	\$2,105M
VUG	Vanguard Growth ETF	\$85,800M	\$1,872M
VOO	Vanguard S&P 500 ETF	\$253,069M	\$1,707M
VB	Vanguard Small-Cap ETF	\$47,316M	\$1,394M
QQQ	Invesco QQQ Trust	\$192,742M	\$1,210M
IVV	iShares Core S&P 500 ETF	\$302,640M	\$1,169M
SCHA	Schwab U.S. Small-Cap ETF	\$16,467M	\$1,142M
SCHM	Schwab U.S. Mid-Cap ETF	\$9,847M	\$1,024M
IJH	iShares Core S&P Mid-Cap ETF	\$62,993M	\$932M

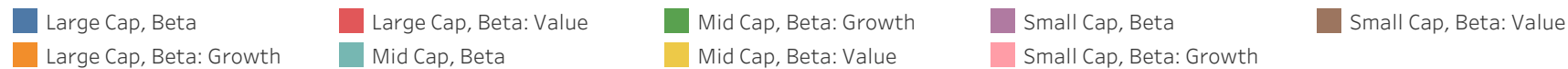
Weekly Flows Laggards

		AUM	1 Week
IWM	iShares Russell 2000 ETF	\$66,300M	(\$2,188M)
IVE	iShares S&P 500 Value ETF	\$22,602M	(\$341M)
IWR	iShares Russell Midcap ETF	\$29,995M	(\$150M)
MDY	SPDR S&P Midcap 400 ETF Trust	\$20,645M	(\$111M)
IWD	iShares Russell 1000 Value ETF	\$54,324M	(\$80M)
VIOV	Vanguard S&P Small-Cap 600 Value ETF	\$1,271M	(\$34M)
IWO	iShares Russell 2000 Growth ETF	\$12,010M	(\$15M)
ISCG	iShares Morningstar Small-Cap Growth ETF	\$474M	(\$5M)
ILCB	iShares Morningstar U.S. Equity ETF	\$920M	(\$3M)
ISCV	iShares Morningstar Small Cap Value ETF	\$400M	(\$3M)

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Monthly Performance

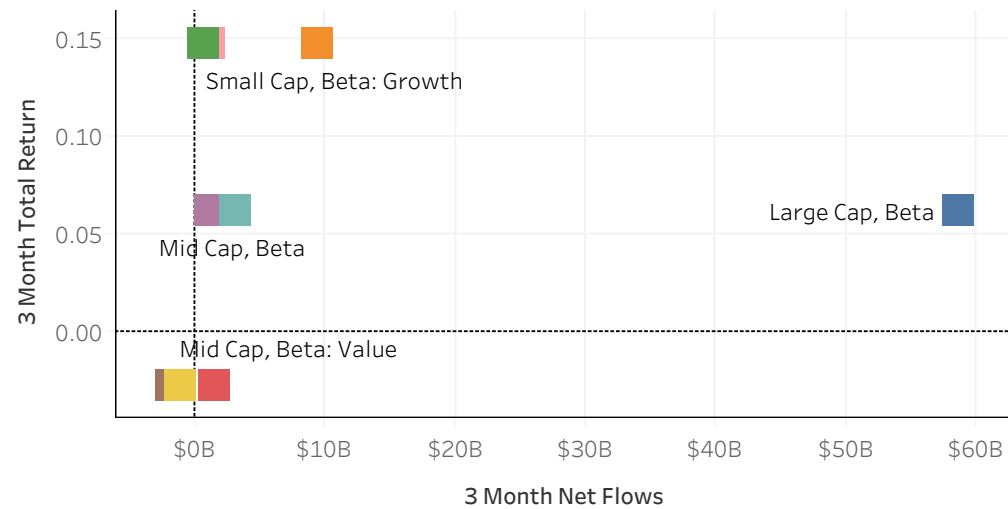
October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021	MTD
3.52%	19.14%	9.00%	5.01%	10.14%	6.65%	7.02%	3.35%	5.99%	3.51%	3.90%	-1.27%
2.29%	17.60%	8.18%	4.72%	8.84%	6.33%	5.24%	2.43%	3.34%	1.99%	3.12%	-1.29%
2.05%	16.42%	7.48%	4.64%	6.86%	5.65%	4.71%	2.12%	3.13%	1.28%	2.50%	-1.57%
1.42%	15.59%	5.58%	0.65%	6.03%	3.46%	4.59%	0.86%	3.11%	0.94%	2.37%	-1.76%
1.07%	14.26%	5.57%	0.65%	5.39%	3.15%	4.57%	0.39%	1.03%	0.37%	2.28%	-1.91%
0.55%	13.13%	5.12%	0.61%	3.23%	2.35%	3.62%	0.26%	0.31%	-0.01%	2.18%	-2.04%
-1.97%	12.91%	4.23%	-0.61%	3.19%	2.00%	2.52%	-1.27%	-0.95%	-1.78%	2.12%	-2.23%
-2.83%	11.44%	4.04%	-0.71%	2.50%	0.28%	2.33%	-1.36%	-1.01%	-2.75%	2.07%	-2.70%
-3.28%	9.95%	3.51%	-1.17%	0.13%	-1.30%	2.31%	-1.48%	-2.30%	-3.62%	1.89%	-3.04%



Performance

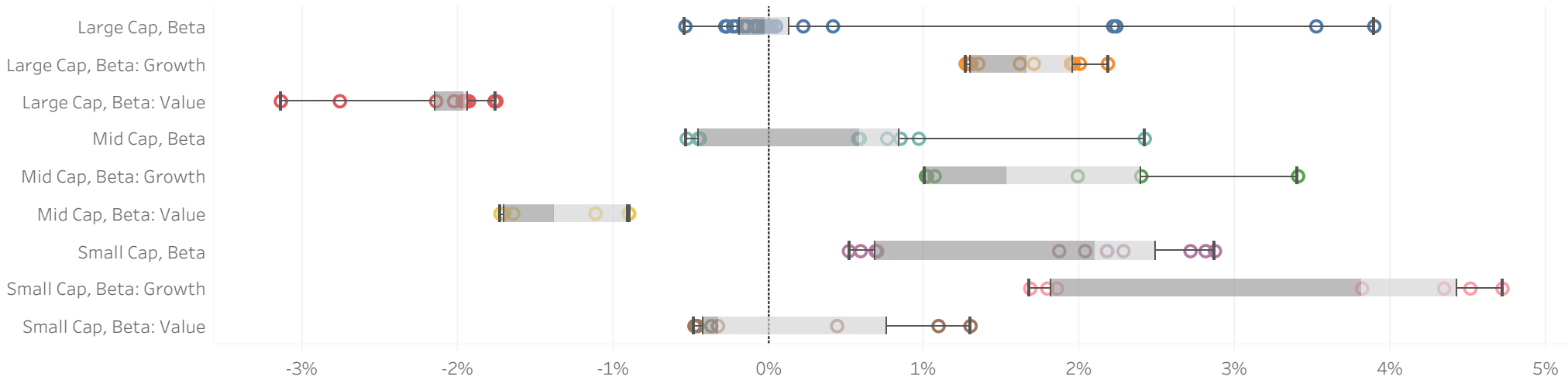
	1 Month	3 Month	YTD	1 Year
Large Cap, Beta	0.42%	5.53%	18.09%	33.96%
Large Cap, Beta: Growth	1.66%	8.82%	20.21%	35.82%
Large Cap, Beta: Value	-2.14%	1.48%	16.99%	31.80%
Mid Cap, Beta	0.43%	2.19%	16.98%	41.35%
Mid Cap, Beta: Growth	1.81%	4.97%	13.66%	38.32%
Mid Cap, Beta: Value	-1.33%	-0.08%	21.10%	45.75%
Small Cap, Beta	1.78%	-1.57%	16.46%	48.73%
Small Cap, Beta: Growth	3.25%	0.99%	10.06%	41.47%
Small Cap, Beta: Value	0.17%	-4.18%	22.28%	55.98%

3 Month Total Return vs Net Flows

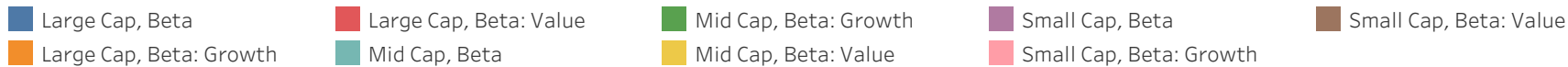


*Size & Style performance calculated as averages. Landscape data is represented by Sub-asset class Equity > Size & Style composite ETFs > U.S. market > Large, Mid, & Small Cap reach > Beta, Beta: Value, Beta: Growth strategies according to the ETF Action Classification System. Excludes leverage & inverse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

One Month Performance Ranges - Box & Whisker Plot



One Month Performance



One Month Performance Leaders

		1 Month Return	YTD Return
VBK	Vanguard Small-Cap Growth ETF	4.72%	8.94%
VTWG	Vanguard Russell 2000 Growth ETF	4.51%	5.96%
IWO	iShares Russell 2000 Growth ETF	4.34%	5.67%
QQQN	VictoryShares Nasdaq Next 50 ETF	3.90%	7.84%
ISCG	iShares Morningstar Small-Cap Growth ETF	3.82%	0.70%
QQQJ	Invesco NASDAQ Next Gen 100 ETF	3.52%	11.58%
IWP	iShares Russell Mid-Cap Growth ETF	3.40%	14.32%
BBSC	JPMorgan BetaBuilders U.S. Small Cap Equity ..	2.87%	14.43%
IWM	iShares Russell 2000 ETF	2.81%	13.86%
VTWO	Vanguard Russell 2000 ETF	2.71%	13.80%

One Month Performance Laggards

		1 Mo	YTD
MGV	Vanguard Mega Cap Value ETF	-3.14%	16.31%
VTV	Vanguard Value ETF	-2.76%	17.29%
IWX	iShares Russell Top 200 Value ETF	-2.14%	16.65%
ILCV	iShares Morningstar Value ETF	-2.03%	16.90%
IVE	iShares S&P 500 Value ETF	-1.97%	16.71%
SCHV	Schwab U.S. Large-Cap Value ETF	-1.96%	17.12%
SPYV	SPDR Portfolio S&P 500 Value ETF	-1.95%	16.84%
VOOV	Vanguard S&P 500 Value ETF	-1.93%	16.79%
IWD	iShares Russell 1000 Value ETF	-1.77%	17.59%
VONV	Vanguard Russell 1000 Value ETF	-1.75%	17.74%

*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



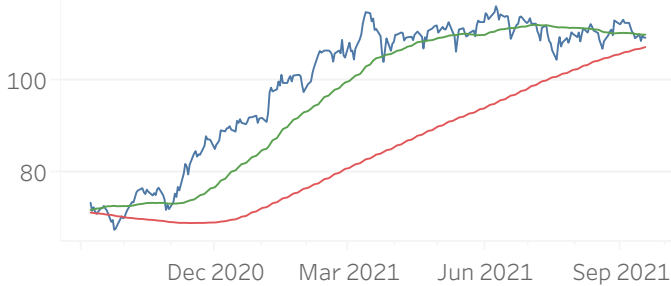
Mid Cap Growth (S&P 400) IJK



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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