

DISCOVER ETFs THAT AREN'T JUST SMART. THEY'RE STRATEGIC.

Strategic Beta solutions help achieve specific investor goals. Our team of analysts and portfolio managers monitor all of the factors that drive risk and return, and then they identify the most reliable factors to use in cost-efficient strategic beta portfolios. The goal? To outperform a traditional benchmark.

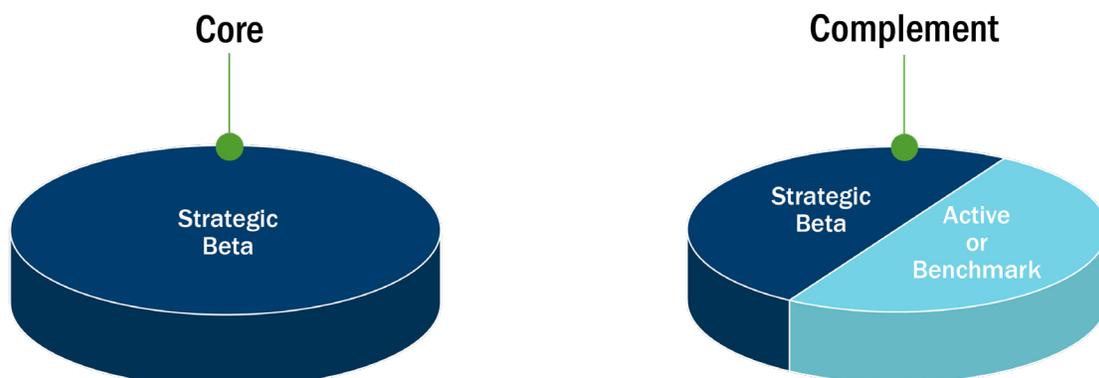
Where does Strategic Beta fit in the investment spectrum?

Every investment decision you make sits on a continuum from beta to alpha. For example, investing in S&P 500-tracked funds falls on the beta side of the spectrum because those products are passively managed and designed to mimic a market benchmark. By definition, they provide no alpha. On the other end are investments that aim to generate performance above and beyond the benchmark. Strategic Beta sits between market return (beta) and excess returns (alpha).



There's more than one way to use Strategic Beta in your portfolio

Our ETFs can be used as a core solution in a portfolio or as a complement to an active or benchmark strategy.



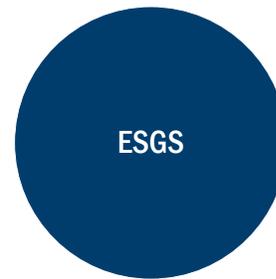
For example:

Given its multi-sector profile, DIAL can be used as a core fixed-income allocation that enhances income.



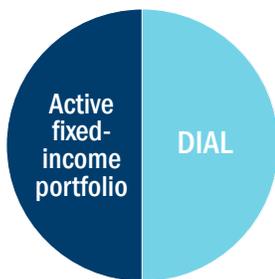
DIAL | Columbia Diversified Fixed Income Allocation ETF

ESGS can be used as a core U.S. large-cap equity allocation that enhances income and quality.



ESGS | Columbia Sustainable U.S. Equity Income ETF

DIAL can complement an active fixed-income portfolio to lower fees and capture more opportunity.



DIAL | Columbia Diversified Fixed Income Allocation ETF

MUST is a good candidate to broaden municipal market exposure and complement a laddered municipal portfolio.



MUST | Columbia Multi-Sector Municipal Income ETF

Reasons to consider Strategic Beta ETFs:

- Designed to address client needs
- Leverages the most reliable risk- and return-driving factors
- Combines the benefits of passive with the research-driven approach of active

To learn more about our ETFs, call **888.800.4347**
or visit columbiathreadneedleus.com/ETFs



Your success. Our priority.

Investors should carefully consider the investment objectives, risks, charges and expenses of a Fund before investing. To obtain a prospectus containing this and other important information, please call 888.800.4347 or visit columbiathreadneedleus.com/etf to view or download a prospectus. Read the prospectus carefully before investing.

ETF shares are bought and sold at market price (not NAV) and are not individually redeemable. Investors buy and sell shares on a secondary market. Shares may trade at a premium or discount to the NAV. Only market makers or "authorized participants" may trade directly with the Fund(s), typically in blocks of 50,000 shares. Although the Fund's shares are listed on the Exchange, there can be no assurance that an active, liquid or otherwise orderly trading market for shares will be established or maintained.

There are risks involved with investing in **ETFs** including the loss of money. An investment in the fund is subject to **investment risk** including the possible loss of the entire principal amount that you invest. Investments in **mid-cap companies** involve risks and volatility greater than investments in larger, more established companies. **ESG** factors may cause the fund to forgo certain investment opportunities and/or exposures to certain industries, sectors or regions. Additional information regarding the risks of this investment is available in the prospectus. **Fixed income securities** involve interest rate, credit, inflation, illiquidity and reinvestment risks. Although the fund's shares are listed on the **exchange**, there can be no assurance that an active, liquid or otherwise orderly trading market for shares will be established or maintained. These Funds may have **portfolio turnover**, which may cause an adverse cost impact.

The **S&P 500 Index** is a market-capitalization-weighted index that tracks the stocks of 500 large-cap U.S. companies. MUST is newly organized and does not have an operating history.

Columbia Management Investment Advisers, LLC serves as the investment manager to the ETFs. The ETFs are distributed by **ALPS Distributors, Inc.**, member FINRA, which is not affiliated with Columbia Management Investment Advisers, LLC.

Not FDIC insured • No bank guarantee • May lose value

Columbia Threadneedle Investments (Columbia Threadneedle) is the global brand name of the Columbia and Threadneedle group of companies.

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