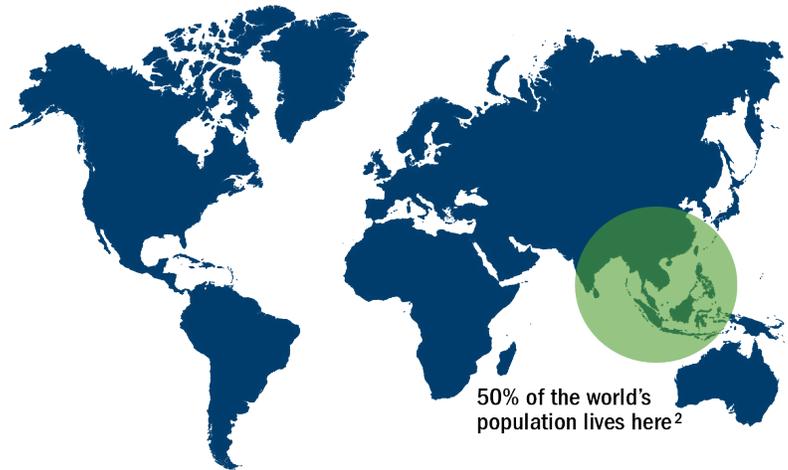


INVESTMENT THEMES. POWERFULLY PACKAGED INTO ETFs.

There are untapped opportunities for growth around the world. Thematic Beta ETFs aim to capitalize on key investment themes that stem from changing demographics, geopolitical events and cultural trends. Then we give you ways to invest in these themes with ETFs that harness their potential to deliver diversification and grow assets.

Broaden your investment horizons beyond the U.S. and other developed markets with emerging-markets-focused ETFs.

You may be missing out on key opportunities by sticking to investments closer to home, but you're not alone. Emerging markets generally make up a small portion of investors' portfolios — as little as 0%–5%. Yet emerging markets represent 12%¹ of global market equity markets.



Emerging markets make up the largest economy in the world

The term “emerging markets” describes countries that are undergoing rapid growth and industrialization. The fastest growing emerging market economies include Brazil, Russia, India, China and South Africa (BRICS). We offer a number of ETFs that strive to capitalize on specific themes and trends in emerging markets:

ECON Emerging Markets Consumer	Focus on emerging markets' consumer growth sectors with ECON.
XCEM EM Core ex-China	Get broad emerging market exposure and better control your exposure to China with XCEM.
INCO India Consumer	Target India's growing consumer industry with INCO.

¹ Source: MSCI, Bloomberg as of 12/31/18.

² Source: UN World Population Prospects, The 2017 Revision.

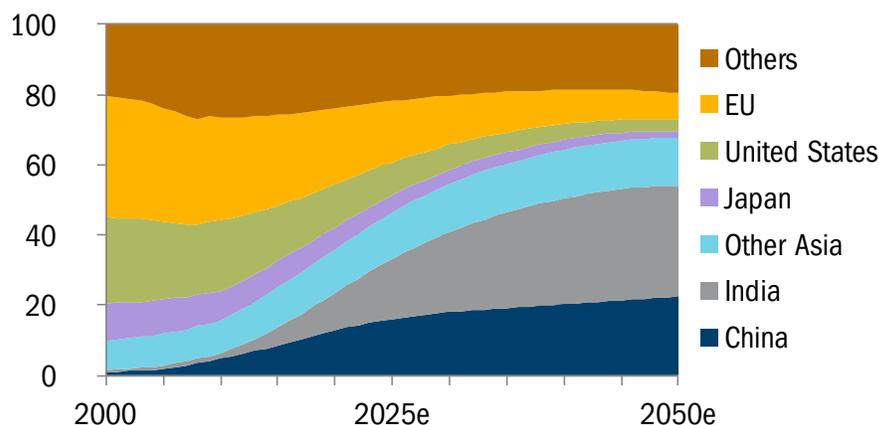
Consider this:

China and India are projected to be major drivers of global middle class consumption.

- China is projected to overtake the U.S. as the largest middle class by 2020.
- India's population will likely surpass that of the U.S. in 2021 and overtake China by 2024.

Source: Kharas, "The Emerging Middle Class in Developing Countries" OECD Development Center, January 2010. Note: Other Asia reflects all Asian countries, excluding Japan, India and China, which are differentiated in the graph.

Shares of global middle class consumption (%)



Reasons to consider Thematic Beta ETFs:

- Uncover untapped growth opportunities around the world
- Capitalize on changing demographics, geopolitical events and cultural trends
- Discover solutions that add diversification and grow assets

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.

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. These funds are **passively managed** and seek to track the performance of an index. They 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 funds 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 funds 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. These funds **concentrate** 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 Funds 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..

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

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