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 | Columbia Multi-Sector Municipal Income 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/ETF

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 fund is subject to municipal securities risk, which includes the risk that the value of such securities may be affected by state tax, legislative, regulatory, demographic or political conditions/factors, as well as a state’s financial, economic or other conditions/factors. The fund may invest materially in a single issuer and, therefore, be more exposed to the risk of loss than a fund that invests more broadly. The fund is passively managed and seeks to track the performance of an index. The S&P 500 Index is a market-capitalization-weighted index that tracks the stocks of 500 large-cap U.S. companies. It is not possible to invest directly in an index.

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.

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