

THREE REASONS TO CONSIDER INVESTING IN Health & Medical Technology

1

Economic Potential

Healthcare is becoming an increasingly significant economic sector, projected to reach 20% of U.S. gross domestic product by 2020.¹ HealthTech targets the innovative technologies that are transforming this vital industry, delivering enhanced care while controlling costs.

FACT: Health informatics have the potential for \$450 billion in annual cost savings.²



BY 2020,
THE ESTIMATED
U.S. GDP WILL BE

20%
HEALTHCARE

2

Transformative Technologies

The industry is undergoing a wave of radical change and disruptive innovation. Biotechnology, Health Sensors & Trackers, Big Data Analytics, Medical 3D Printing, Access to Personal Genetic Data, Telemedicine, Surgical Robots, Virtual Care Clinics and other disciplines are converging in unprecedented ways.

FACT: Healthcare technology accounts for 1 out of 6 dollars of 3D printing revenue.³

PROJECTED ANNUAL GROWTH IN
TELEMEDICINE THROUGH 2018⁴

18%



PRESENT



2018

3

A Smarter Healthcare

Healthcare is entering the digital age – unlocking information, empowering patients, enabling real-time analytics and bringing a much needed focus to prevention. New sources of data can result in smarter outcomes for patients.

FACT: 88% of patients are willing to share their personal data to help find new treatments.⁵



88%

PATIENTS WILLING TO
SHARE PERSONAL HEALTHCARE
INFORMATION DIGITALLY⁵

50+ Health & Medical Companies, One Fund

PureFunds® ETFx HealthTech™ ETF

The **PureFunds ETFx HealthTech ETF (IMED)** is a portfolio of companies which captures in a unified manner the investment potential associated with the substantial impact of technology on the allocation, delivery and management of healthcare services and products through companies engaged in Healthcare Informatics, Medical Instruments and Medical Appliances. IMED is an exchange traded fund (ETF) that seeks investment results that correspond generally to the price and yield, before fund fees and expenses, of the ETFx HealthTech Index.

ETFx HealthTech Index

The **ETFx HealthTech Index (HTXRI)** is a rules-based modified equal weighted index comprised of companies whose business may stand to benefit from the global demand for advanced technologies in medicine and healthcare.

**PURE
FUNDS**

Nasdaq: IMED

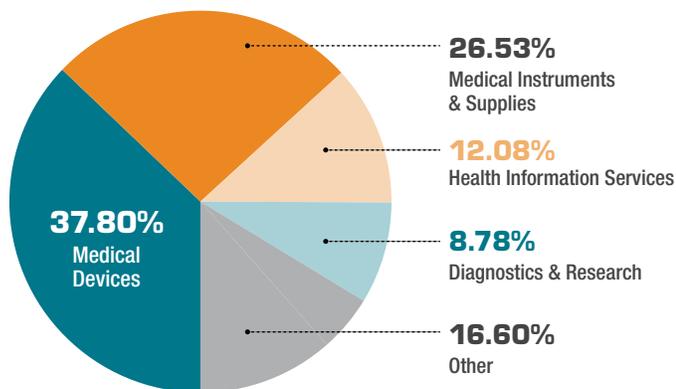
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INDEX SUB INDUSTRY EXPOSURE

AS OF 12/31/2016



Index holdings and allocations are subject to change at any time and should not be interpreted as an offer of these securities.

FUND DETAILS

AS OF 12/31/2016

FUND INCEPTION: 8/31/2016

FUND TICKER: IMED

CUSIP: 26924G862

ISIN: US26924G8621

INTRA-DAY NAV: IMED.IV

REBALANCE SCHEDULE: QUARTERLY

STOCK EXCHANGE: NASDAQ

EXPENSE RATIO: 0.75%

INDEX TICKER: HTXRI

INDEX PROVIDER: ETFX INVESTMENT PARTNERS

HOLDINGS: 60

SOURCES:

1. Sean P. Keehan, Gigi A. Cuckler, Andrea M. Sisko et al., "National Health Expenditure Projections, 2014-24: Spending Growth Faster than Recent Trends," Health Affairs 34, no. 11 (November 2015): 1407-17, <http://content.healthaffairs.org>
2. Peter Groves, Basel Kayyali et al., "The 'Big Data' Revolution in Healthcare: Accelerating Value and Innovation," Center for US Health System Reform, http://www.mckinsey.com/insights/health_systems_and_services/the_big-data_revolution_in_us_health
3. <http://www2.deloitte.com/content/dam/Deloitte/global/Documents/Life-Sciences-Health-Care/gx-lshc-2015-health-care-outlook-global.pdf>
4. <http://www2.deloitte.com/content/dam/Deloitte/global/Documents/Life-Sciences-Health-Care/gx-lshc-2015-health-care-outlook-global.pdf>
5. <http://www.pwc.com/us/en/health-industries/top-health-industry-issues/assets/2016-US-HRI-TopHCissues-ChartPack.pdf>

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Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' statutory and summary prospectus, which may be obtained by calling 1-877-756-PURE (1.877.756.7873), or by visiting PureFunds.com. Read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Narrowly focused investments typically exhibit higher volatility. The fund is new with limited operating history. The fund is concentrated in technology-related companies face intense competition, both domestically and internationally, which may have an adverse effect on profit margins. Such companies may have limited product lines, markets, financial resources or personnel. The products of such companies may face obsolescence due to rapid technological developments, frequent new product introduction, unpredictable changes in growth rates, competition for the services of qualified personnel, and competition from foreign competitors with lower production costs. Technology companies are heavily dependent on patent and intellectual property rights. The loss or impairment of these rights may adversely affect the profitability of these companies. Investments in foreign securities involve political, economic and currency risks, greater volatility and differences in accounting methods. The Funds are non-diversified, meaning they may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies. Diversification does not assure a profit or protect against a loss in a declining market. The Fund's return may not match or achieve a high degree of correlation with the return of the ETFx HealthTech® Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the ETFx HealthTech® Index. Fund holdings may not equal 100% due to rounding. ETF shares are not individually redeemable and owners of the shares may acquire those shares from the Fund and tender those shares for redemption to the Fund in Creation Units only, typically consisting of aggregations of 50,000 shares.

The ETFx HealthTech® Index provides a benchmark for investors interested in tracking companies actively involved in providing health care technology and services. The Index uses a modified market capitalization weighted allocation across the healthcare technology, medical instruments and medical appliances categorizations as well as an equal weighted allocation methodology for all components within each sector allocation. Index components are reviewed semi-annually for eligibility, and the weights are re-set accordingly. The Index was created and is maintained by ETFx Investment Partners. An investment cannot be made directly in an index. Fund holdings and sector allocations are subject to change at any time and should not be considered recommendations to buy or sell any security.

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