

Direxion Connected Consumer ETF

Methodology Summary

Fund Summary

The Direxion Connected Consumer ETF (CCON) may be considered a satellite holding to complement other broader positions within a portfolio. Combining companies across four technology pillars allows investors to gain access to the securities of those growing companies that stand to benefit the most from increasingly expansive consumer behaviors.

CCON targets companies providing products and technology focused on the next-generation enablement of consumers.

Constituent Universe

U.S. listed securities and American Depository Receipts, with an average daily traded value in the last six months of at least \$5 million. Financial instruments of companies whose FactSet Industry is neither "Media Conglomerates" nor "Major Telecommunications".

Benchmark Index

Solactive Connected Consumer Index

Companies are selected for inclusion in the index by ARTIS, a proprietary natural language processing algorithm, which uses key words to evaluate large volumes of publicly available information, such as annual reports, business descriptions and financial news. The algorithm identifies these companies, including the degree to which they provide exposure to the following categories:

- **Home Entertainment:** companies offering, and enabling, exposure to streaming services, gaming and e-sports
- **Online Education:** companies creating, or servicing, technologies for online education
- **Remote Health and Well-Being:** companies providing access to virtual healthcare services and wellness experiences
- **Virtual & Digital Social Interaction:** companies that directly, or indirectly, deliver the means to interact in virtual and digital ways

After the algorithm is run, a false-positive check is performed in order to verify that the companies obtained by the algorithm fit the particular category. In case there is an overlapping constituent on two or more of the algorithm's runs, this constituent would be kept for the index category for which it has the highest position rank.

Component Weighting

- The ARTIS algorithm ranks companies based on their relevance to the keywords, and assigns a score to each company. The index consists of the top 10 ranked companies in each identified category, for a total of 40. Each company is equally weighted.

Rebalancing

- Semi-annually; second Wednesday in March and September.

Definitions:

FactSet Revere Business Industry Classification System (RBICS): suite of products providing a comprehensive structured taxonomy offering precise classifications for global companies, based on their operating footprint.

For Information: 866-476-7523 | info@direxion.com | direxion.com

Disclosures

An investor should carefully consider a Fund's investment objective, risks, charges, and expenses before investing. A Fund's prospectus and summary prospectus contain this and other information about the Direxion Shares. To obtain a Fund's prospectus and summary prospectus call 866-476-7523 or visit our website at direxion.com. A Fund's prospectus and summary prospectus should be read carefully before investing.

Shares of the Direxion Shares are bought and sold at market price (not NAV) and are not individually redeemed from a Fund. Market Price returns are based upon the midpoint of the bid/ask spread at 4:00 pm EST (when NAV is normally calculated) and do not represent the returns you would receive if you traded shares at other times. Brokerage commissions will reduce returns. Fund returns assume that dividends and capital gains distributions have been reinvested in the Fund at NAV. Some performance results reflect expense reimbursements or recoupments and fee waivers in effect during certain periods shown. Absent these reimbursements or recoupments and fee waivers, results would have been less favorable.

Solactive AG is not a sponsor of, or in any way affiliated with, the Direxion Connected Consumer ETF.

Direxion Shares ETF Risks - Investing involves risk including possible loss of principal. There is no guarantee the investment strategy will be successful. The value of stocks of information technology companies and companies that rely heavily on technology is particularly vulnerable to rapid changes in technology product cycles, rapid product obsolescence, government regulation and competition, both domestically and internationally, including competition from competitors with lower production costs. ADRs are issued by non-U.S. companies and are subject to various foreign investment risks including but not limited to the risk that the currency in the issuing company's country will drop relative to the U.S. dollar, that politics or regime changes in the issuing company's country will undermine exchange rates or destabilize the company and its earnings. Additional risks of the Fund include, but are not limited to, Index Correlation/Tracking Risk, Index Strategy Risk, Market Disruption Risk, Information Technology Sector Risk, American Depositary Receipts Risk, and risks associated with the market capitalizations of the securities in which the Fund may invest. Please see the summary and full prospectuses for a more complete description of these and other risks of the Fund.

Distributor for Direxion Shares: Foreside Fund Services, LLC.