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Direxion Unveils XXCH: A Bold Move for Traders Seeking 200% Exposure to Emerging Markets, Excluding China.

XXCH Provides 200% Daily Exposure to 23 of the 24 Emerging Markets Countries

NEW YORK—February 7, 2024— Direxion, a leading provider of tradeable and thematic ETFs, today announced the launch of the Direxion Daily MSCI Emerging Markets ex China Bull 2X Shares (Ticker: XXCH). XXCH seeks to achieve 200%, before fees and expenses, of the daily performance of the MSCI Emerging Markets ex China Index.

The MSCI Emerging Markets ex China Index is designed to capture the large- and mid-capitalization securities across 23 of the 24 emerging markets, apart from China. The Index is market cap weighted and covers approximately 85% of the free float-adjusted market capitalization in each of the selected countries.

“In 2023, China's equity markets experienced losses, which stood in contrast to the gains in India, South Korea, Taiwan, and other emerging markets,” said Direxion Managing Director and Head of Sales and Alternatives, Edward Egilinsky. “Amidst the geopolitical swirl surrounding China, some traders are looking to separate the country’s stocks, while maintaining broader exposure to the emerging market countries. XXCH allows precise short-term exposure, providing a tactical opportunity for traders to independently manage their exposure to China's unique risks.”

The global markets landscape is rapidly evolving, presenting new challenges and opportunities. As the emerging markets ex China space continues to show promising growth, Direxion is committed to providing traders with timely vehicles to align with the shifting dynamics of the financial markets.

All Direxion leveraged and inverse ETFs are intended only for investors with an in-depth understanding of the risks associated with seeking leveraged investment results, and who plan to actively monitor and manage their positions. There is no guarantee these ETFs will meet their objective. Please visit the Direxion Leveraged and Inverse ETF Education Center, where you will find educational brochures, videos, and a self-paced online course to help you understand if leveraged ETFs are right for you.

About Direxion:



Direxion equips investors who are driven by conviction with ETF solutions built for purpose and fine-tuned for precision. These solutions are available for a broad spectrum of investors, whether executing short-term tactical trades, or investing in thematic strategies. Direxion's reputation is founded on developing products that precisely express market perspectives and allow investors to manage their risk exposure. Founded in 1997, the company has approximately \$38.1 billion in assets under management as of December 31, 2023. For more information, please visit www.direxion.com.

There is no guarantee that the Funds will achieve their investment objectives.

For more information on all Direxion Shares ETFs, go to www.direxion.com, or call us at [866.301.9214](tel:866.301.9214).

Leveraged and Inverse ETFs pursue daily leveraged investment objectives which means they are riskier than alternatives which do not use leverage. They seek daily goals and should not be expected to track the underlying index over periods longer than one day. They are not suitable for all investors and should be utilized only by sophisticated investors who understand leverage risk and who actively manage their investments.

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 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.

Direxion Shares Risks - An investment in the Fund involves risk, including the possible loss of principal. The Fund is non-diversified and includes risks associated with the Fund's concentrating its investments in a particular industry, sector, or geographic region which can result in increased volatility. The use of derivatives such as futures contracts and swaps are subject to market risks that may cause their price to fluctuate over time. Risks of the Fund include Effects of Compounding and Market Volatility Risk, Leverage Risk, Market Risk, Counterparty Risk, Rebalancing Risk, Intra-Day Investment Risk, Daily Index Correlation Risk, Other Investment Companies (including ETFs) Risk, Cash Transaction Risk, Tax Risk, and risks specific to Emerging Markets and emerging markets countries. Investing in emerging markets instruments involves greater risk than investing in issuers located or operating in more developed markets. Please see the summary and full prospectuses for a more complete description of these and other risks of the Fund.

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