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Direxion and Public Extend Education Partnership

Trading Safety Label, Leveraged ETF Education, and Insight Program Will Help Investors Understand Risk

NEW YORK, March 30, 2023 — [Direxion](#), a leading provider of leveraged and inverse, ETFs, today announced a continued partnership with investing platform [Public](#) to provide in-platform educational content and insights to millions of retail investors.

As part of the partnership, Direxion will continue to sponsor Safety Labels on leveraged and inverse ETFs asset pages within the Public platform. Safety Labels appear as potential investors are making a trade, providing an important layer of context to make informed decisions. Per the SEC, these notifications appear on assets that are advanced, different, or involve unique risk.

Through Public, Direxion will directly distribute education and insights, making the content more discoverable for retail investors. Direxion will also extend reports for Public Premium subscribers that provide investors exclusive data and tools to go deeper on more sophisticated trading strategies. Finally, Direxion will participate in three monthly Public Live audio shows beginning at the end of April 2023.

“As retail investors continue to build their skill and incorporate more sophisticated trading strategies into their portfolios, Direxion remains committed to providing the contextual information they need to make informed decisions,” said Matt McGuire, SVP of Product and Operations at Direxion. “We’re thrilled to partner with Public for a second year, given our shared goal of assisting people become better investors.”

“Among retail investors, their preferred trading platform is the most commonly cited place they turn to for market education and context,” said Katie Perry, GM of B2B at Public. “Public provides a layer of context alongside the trading experience, which is an effective way for issues to provide direct access to educational materials in the same place people invest.”

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 or inverse 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 \$23.0 billion in assets under management as of December 31, 2022. For more information, please visit www.direxion.com.

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

For more information on all Direxion Shares daily leveraged or inverse ETFs, go to www.direxion.com, or call us at 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 Fund's prospectus and summary prospectus call 866-716-0735 or visit our website at direxion.com. A Fund's prospectus and summary prospectus should be read carefully before investing.

Direxion Shares ETF Risks – An investment in the ETFs involves risk, including the possible loss of principal. The ETFs are non-diversified and include risks associated with concentration that results from an ETF's investments in a particular industry, sector or company, which can increase 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. The ETFs do not attempt to, and should not be expected to, provide returns which are a multiple of the return of their respective index or underlying security for periods other than a single day. For other risks including leverage, correlation, daily compounding, market volatility and risks specific to an industry, sector or company, please read the prospectus.

Distributor: Foreside Fund Services, LLC.