

RETL

Leveraged & Inverse ETFs

Daily Retail Bull 3X Shares

Overview

The Direxion Daily Retail Bull 3X Shares seeks daily investment results, before fees and expenses, of 300% of the performance of the S&P Retail Select Industry Index. **There is no guarantee the fund will meet its stated investment objective. This leveraged ETF seeks a return that is 300% the return of its benchmark index.**

This leveraged ETF seeks a return that is 300% of the return of its benchmark index **for a single day. The fund should not be expected to provide three times the return of the benchmark's cumulative return for periods greater than a day.**

Target Index

The S&P Retail Select Industry Index (SPSIRETR) is a modified equal-weighted index that is designed to measure performance of the stocks comprising the S&P Total Market Index that are classified in the Global Industry Classification Standard (GICS) retail sub-industry. **One cannot directly invest in an index.**

Investing in a Direxion Shares ETF may be more volatile than investing in broadly diversified funds. The use of leverage by a Fund increases the risk to the Fund. The Direxion Shares ETFs are not suitable for all investors and should be utilized only by sophisticated investors who understand leverage risk, consequences of seeking daily leveraged, or daily inverse leveraged, investment results and intend to actively monitor and manage their investment.

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Fund Facts

Fund Symbol	RETL
Intraday Indicative Value	RETL.IV
Bloomberg Index Symbol	SPSIRETR
CUSIP	25460G815
Daily Target	300%
Gross Expense Ratio	1.14%
Net Expense Ratio*	0.99%
Inception Date	7/14/2010

* The Net Expense Ratio includes management fees, other operating expenses and Acquired Fund Fees and Expenses. If Acquired Fund Fees and Expenses were excluded, the Net Expense Ratio would be 0.95%. The Fund's Adviser, Rafferty Asset Management, LLC ("Rafferty") has entered into an Operating Expense Limitation Agreement with the Fund, under which Rafferty has contractually agreed to cap all or a portion of its management fee and/or reimburse the Fund for Other Expenses through September 1, 2021, to the extent that the Fund's Total Annual Fund Operating Expenses exceed 0.95% of the Fund's daily net assets other than the following: taxes, swap financing and related costs, acquired fund fees and expenses, dividends or interest on short positions, other interest expenses, brokerage commissions and extraordinary expenses. If these expenses were included, the expense ratio would be higher.

Index Top Ten Holdings %

Gamestop	2.12
Carvana Co	1.62
Magnite Inc	1.54
Wayfair Inc	1.46
Stamps.com	1.44
L Brands Inc	1.43
Overstock.com	1.41
Carparts.Com	1.40
ETSY Inc	1.39
Petmed Express	1.38

Index Sector Weightings %

Internet & Direct Marketing Retail	23.15
Automotive Retail	17.63
Apparel Retail	16.87
Specialty Stores	15.35
General Merchandise Stores	6.38
Food Retail	5.94
Computer & Electronics Retail	4.71
Hypermarkets & Super Centers	4.49
Department Stores	3.16
Drug Retail	2.32

Index data as of 09/30/2020. Source: Bloomberg. Index weightings and holdings are subject to change.

Performance (As of 09/30/2020)

		1M %	3M %	YTD %	1Y %	3Y %	5Y %	10Y %	S/I of the fund %	Inception Date
RETL	NAV	-13.38	48.88	-22.50	-4.05	-8.57	-5.87	20.29	22.14	07/14/10
	Market Close	-13.13	48.74	-22.35	-4.02	-8.53	-5.71	20.30	22.16	
SPSIRETR		-3.99	16.14	8.85	18.23	7.45	3.80	10.55	11.56	

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate. An investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than the performance quoted. Returns for performance under one year are cumulative, not annualized. For the most recent month-end performance please visit the fund's website at direxion.com.

Short-term performance, in particular, is not a good indication of a fund's future performance, and an investment should not be made based solely on returns. Because of ongoing market volatility, fund performance may be subject to substantial short-term changes. For additional information, see the fund's prospectus.

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.

Market Disruptions Resulting from COVID-19. The outbreak of COVID-19 has negatively affected the worldwide economy, individual countries, individual companies and the market in general. The future impact of COVID-19 is currently unknown, and it may exacerbate other risks that apply to the Fund.

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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.

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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 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, Market Disruption Risk, Aggressive Investment Techniques Risk, Counterparty Risk, Intra-Day Investment Risk, Daily Index Correlation/Tracking Risk, Other Investment Companies (including ETFs) Risk, and risks specific to the securities of the Retail Industry and Consumer Discretionary Sector. Retail and related industries can be significantly affected by the performance of the domestic and international economy, consumer confidence and spending, intense competition, changes in demographics, and changing consumer tastes and preferences. 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.