

# Direxion World Without Waste ETF (WWOW)

## Invest in the Growth of the Circular Economy

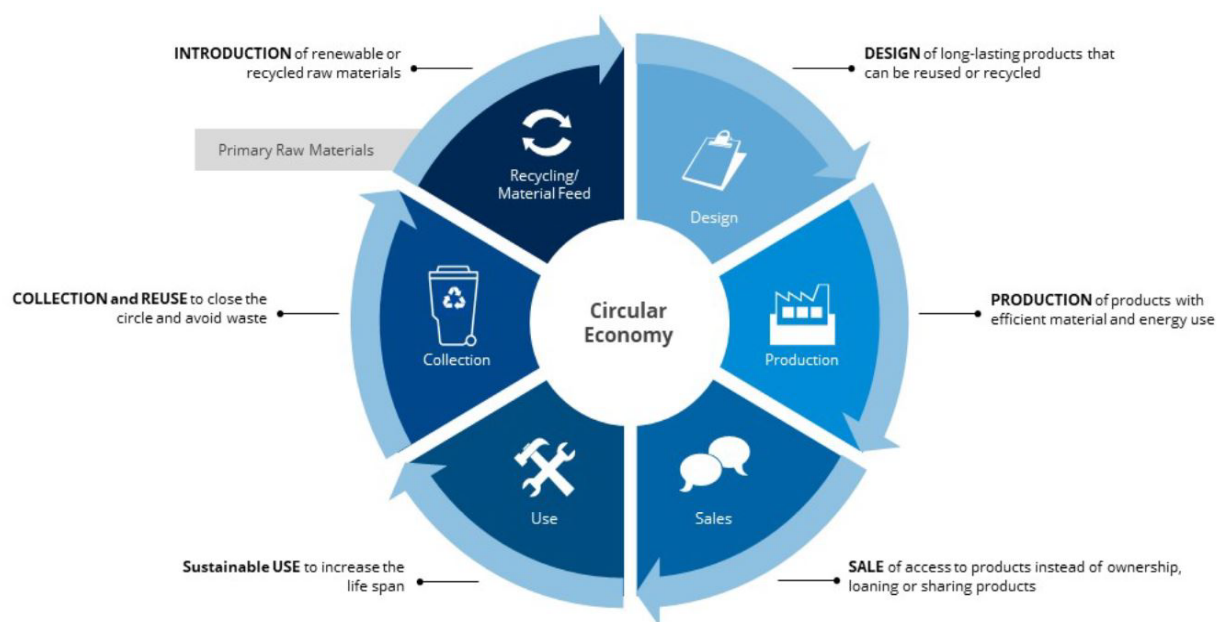
The world's economic model is moving in a new direction – one that is both regenerative and restorative. It is an economy that uses and reuses things, instead of using them up.

Until recently, a 'take-make-consume-waste' economy prevailed. Raw materials transformed into a product, and once its utility ended, it became waste. Under a circular economic model, manufacturers institute processes and design products that reuse resources, recycling their benefits and reducing waste. The circular economy is less harmful to the environment, with its main goal being sustainable economic growth, while simultaneously offering long-term financial advantages. Many have embraced renewable or alternative sources of energy, but the circular economy is far more encompassing than its clean and green industry roots.

The circular economy has become pivotal to resource security and long-term sustainability, already disrupting areas of extraction and how we use, and recirculate, raw materials. As the global economy continues to grow – by 2030, the planet will be home to nearly 9 billion people, including 3 billion middle-class consumers<sup>1</sup> – there has been a fundamental shift in how businesses are planning for, and adjusting to, the increasing demand for their products and services. A circular economy focuses on design, logistics, materials, cross-sector collaboration, and even new business models such as the "Product as a Service" offering that has become quite popular today. A regenerative framework affords organizations the ability to address environmental priorities, while driving innovation, pushing for competitiveness, and generating growth.

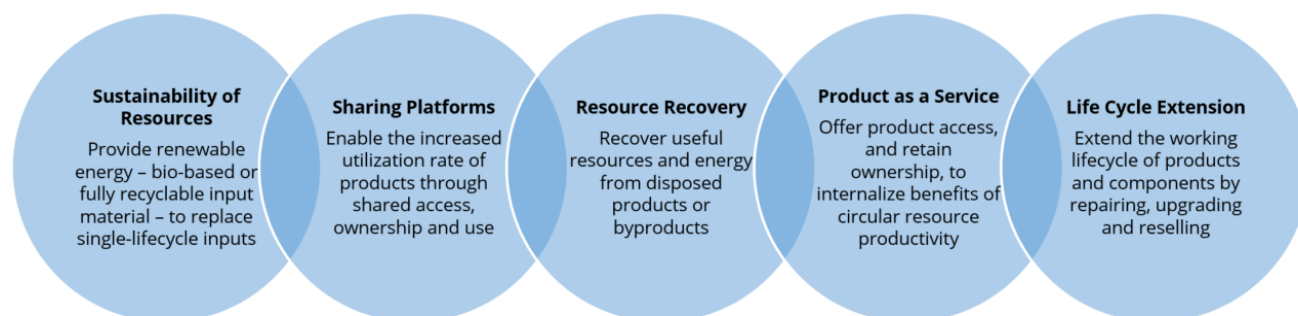
### FUND FACTS

Symbol	WWOW
CUSIP	25460G641
Inception Date	12/17/2020
Rebalance	Annually
Benchmark Index	Indxx US Circular Economy Index (IUSCEI)



## Index: Indxx US Circular Economy Index

The benchmark index for the [Direxion World Without Waste ETF](#) tracks the performance of 50 US-listed companies that are representative of the transformative shift from the linear model of economy to a circular one. The index includes five sub-themes central to the circular economy, providing investors access to the shifting paradigm in growing segments such as biofuels, solar power, and waste management, along with collaboration and content sharing platforms. Companies that cumulatively derive revenue greater than, or equal to, 50% from categories comprising a sub-theme, are 'pure-play' companies. All of the 'pure-play' companies from the sub-themes will form the selection list. The top 10 companies from each sub-theme, by largest total market capitalization, will form the final index. The sub-themes are:



In order to be eligible for inclusion, companies must have a minimum total market capitalization of \$500 million, and a six-month average daily turnover greater than, or equal to, \$2 million. The 50 companies are equal-weighted at their annual reconstitution, rebalancing at the close of last trading day of January each year.

**Implementation:** May be considered a satellite holding with exposure to companies at the forefront of the move from a linear economic model to a more circular one.

### References:

<sup>1</sup> World Bank (September 2020): "Population Estimates and Projections"

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***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](http://direxion.com). A Fund's prospectus and summary prospectus should be read carefully before investing.***

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**Direxion Shares ETF Risks** - Investing involves risk including possible loss of principal. There is no guarantee the investment strategy will be successful. Alternative energy companies may be highly dependent on government policies that support alternative or clean energy policies and enhance the economic viability of these industries. Adverse weather conditions may cause fluctuations in the production of alternative energy. These companies are also heavily dependent on intellectual property rights and may be adversely affected by loss or impairment of those rights. Risks associated with hazardous materials, fluctuation in energy prices and supply and demand of alternative energy fuels, energy conservation, the success of exploration projects and tax incentives and subsidies and other government regulations can significantly impact this industry. Companies may also be impacted by obsolescence of existing technology, short product cycles, falling prices and profits, competition from new market entrant's industry. Additional risks of the Fund include, but are not limited to, Index Correlation/Tracking Risk, Index Strategy Risk, Market Disruption 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.

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