

COLUMBIA EQUITY INCOME ETFs INVESTING IN QUALITY TO PURSUE RELIABLE INCOME

ESGW | ESGN | ESGS

In the new rate regime, finding sustainable income is critical

After four decades of falling interest rates, a period during which the 10-year Treasury averaged over an 8% return,¹ investment managers now face a new rate regime.

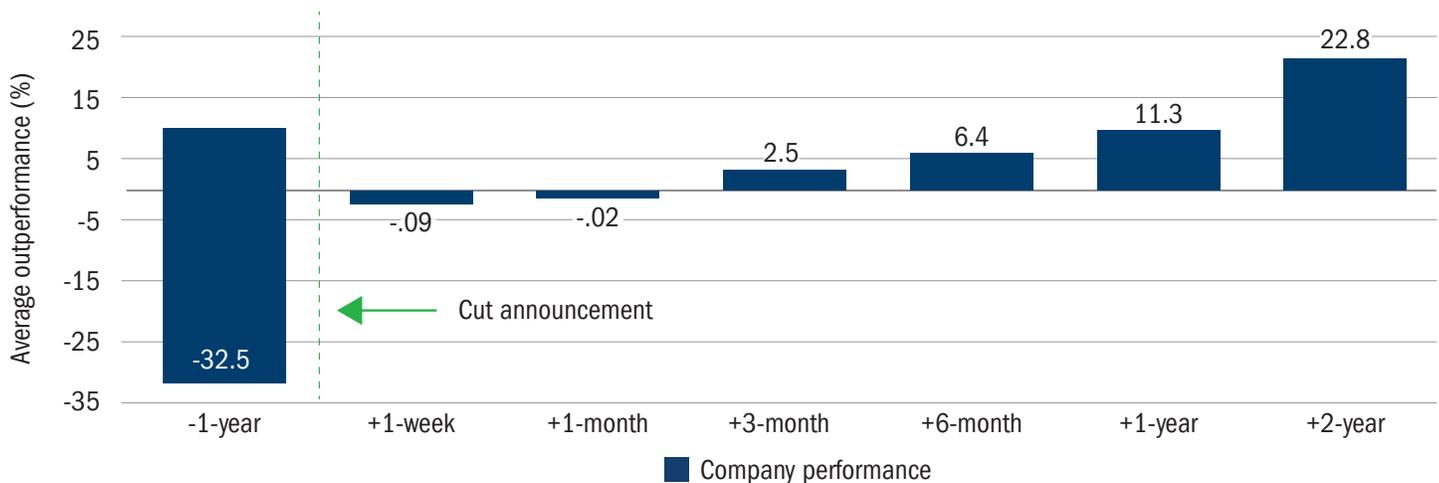
In this environment of sideways or rising rates, dividend payers may be the solution. Dividends have represented 43% of total market returns since the 1930s,² and dividend growers and initiators — companies with their cash dividends initiated over the last 12 months — have outperformed the S&P 500 over the long term, with lower volatility.³

It's time to reassess how you generate quality income

Yield alone does not guarantee a stock's ability to deliver future dividend income. And historically, dividend cuts have affected both income and total return; in the 12 months leading up to a dividend cut a stock loses on average one third of its value.

Looking for factors that point to a strong, healthy company — including free cash flow and a stable history of growing and initiating dividends — can dramatically improve your ability to generate sustainable future income.

The impact of a dividend cut



	-1-year	+1-week	+1-month	+3-month	+6-month	+1-year	+2-year
Average outperformance (%)	-32.5	-0.9	-0.2	2.5	6.4	11.3	22.8
Average total return (%)	-23.2	-1.3	0.2	5.7	13.1	23.4	49.4

Source: Wolfe Research Accounting & Tax Policy Research; Company filings; Bloomberg; Standard & Poor's; FactSet; Columbia Management Investment Advisers, LLC as of 12/31/17. Note: Universe includes Russell 3000 companies, ex-<\$250m market capital companies since 1995. Measurement date from five days after the cut announcement.

Past performance is not a guarantee of future results.

There is no guarantee that these trends will continue this information is intended for illustrative purposes only. It is not intended to be representative of specific portfolio holdings.

Identifying stable dividend payers enhances income potential

Using best practices developed through years of active management, our equity income exchange-traded funds (ETFs) are designed to seek reliable income by investing in financially strong, dividend-paying companies with consistent cash flow.

Potential benefits

- Dividend growth** Enhance your clients' potential to generate dividends with higher quality companies that have historically outperformed the broader equity market — with lower volatility.
- Reliable income** Consider funds designed to identify companies with financial stability and consistent cash flows to support future dividends that appear poised to provide reliable income.
- Responsible companies** Uphold your clients' values with attractive companies that offer exposure to environmental, social and governance (ESG) factors.

Multi-factor approach



Discover a suite of ETFs built to generate quality income while investing in companies with high ESG standards at their core.

ESGW Columbia Sustainable Global Equity Income ETF	ESGN Columbia Sustainable International Equity Income ETF	ESGS Columbia Sustainable U.S. Equity Income ETF
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To find out more, call **888.800.4347**
or visit columbiathreadneedleetf.com



¹ OECD, data as of June 29, 2018.

² Ned Davis Research as of December 31, 2017, updated annually. Past performance is not a guarantee of future results

³ Ned Davis Research as of December 31, 2017, updated annually. **Past performance is not a guarantee of future results.** There is no guarantee that these trends will continue. This information is intended for illustrative purposes only. It is not intended to be representative of specific portfolio holdings. Dividend Growers & Initiators represents those companies in the S&P 500 Index that have either grown their cash dividend or initiated one over the last 12 months. Non Dividend-Paying Stocks are those in the Index that have not paid dividends in the last 12 months.

Carefully consider the fund's investment objectives, risk factors and charges and expenses before investing. This and other information can be found in the fund's prospectus, which may be obtained by calling 888.800.4347 or by visiting the fund's website columbiathreadneedleetf.com to view or download a prospectus. Read the prospectus carefully before investing. Investing involves risk, including possible loss of principal.

ESGW, ESGN, and ESGS are all passively managed exchange-traded funds which track the respective indices their investment objective states.

Investment risks Investing involves risks, including the risk of loss of principal. **Market** risk may affect a single issuer, sector of the economy, industry or the market as a whole. **ETFs** trade like stocks, are subject to investment risk and will fluctuate in market value. In certain circumstances, a Fund might not be able to dispose of certain holdings quickly or at prices that represent true market value preventing them from tracking the underlying index. There is no assurance that an active trading market for Fund shares will develop or be maintained. **International** investing involves certain risks and volatility due to potential political, economic or currency instabilities and different financial and accounting standards. Investments in **mid-cap** companies involve risks and volatility greater than investments in larger, more established companies. **ESG** factors may cause the Fund to forgo certain investment opportunities and/or exposures to certain industries, sectors or regions. The Fund may have **portfolio turnover**, which may cause an adverse cost impact. There may be additional **portfolio turnover risk** as active market trading of the fund's shares may cause more frequent creation or redemption activities that could, in certain circumstances, increase the number of portfolio transactions as well as tracking error to the Index and as high levels of transactions increase brokerage and other transaction costs and may result in increased taxable capital gains. **One cannot invest directly in an index.**

ETF shares are bought and sold at market price (not NAV) and are not individually redeemable. Investors buy and sell shares on a secondary market. Shares may trade at a premium or discount to the NAV. Only market makers or "authorized participants" may trade directly with the Fund(s), typically in blocks of 50,000 shares.

The **S&P 500 Index** is an index that is a broad-based measure of U.S. stock market performance. One cannot invest directly in an Index. **Dividend yield** is a financial ratio that shows how much a company pays out in dividends each year relative to its share price.

The funds are managed by Columbia Management Investment Advisers, LLC (CMIA) and distributed by ALPS Distributors, Inc., member FINRA, which is not affiliated with CMIA. Columbia Threadneedle Investments is the global brand name of the Columbia and Threadneedle group of companies.