

ECON | COLUMBIA EMERGING MARKETS CONSUMER ETF



Growth Driven by Compelling Demographics

Forward-looking growth potential

Consumer sectors may stand to benefit as many emerging economies transition from an export-led growth model to one focused on domestic spending.

Favorable demographic trends

Population growth of emerging markets has been more than twice that of developed markets outside the U.S. (World Bank, May 2018).

Dedicated exposure to the emerging market consumer

This fund seeks to provide access to the leading emerging market consumer companies, with diversification across emerging market countries.

Fund Objective

Seeks investment results that correspond (before fees and expenses) to the price and yield performance of the Dow Jones Emerging Markets Consumer Titans 30 Index.

Index Description

The Dow Jones Emerging Markets Consumer Titans 30 Index is a free-float market capitalization-weighted index that measures the performance of 30 leading emerging market companies in the Consumer Goods and Consumer Services Industries as defined by S&P Dow Jones Indexes.

Fund Facts

ETF Ticker (NYSE Arca): **ECON**

Bloomberg Index Ticker: **DJECONT**

Fund inception: **09/14/2010**

Number of holdings: **30**

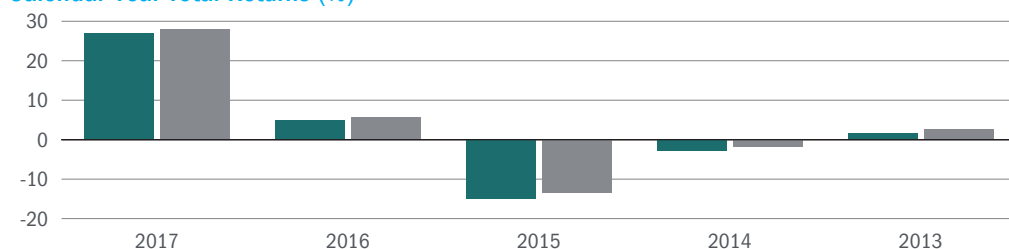
Expense ratio (% gross): **0.59**

Expense ratio (% net): **0.59**

Average Annual Total Returns (%)

	3-Month (cum.)	YTD (cum.)	1-Year	3-Year	5-Year	Since Inception
Total Returns (Net Asset Value)	-8.72	-20.57	-18.34	1.73	-2.78	2.07
Total Returns (Market Price)	-8.58	-20.71	-18.86	1.59	-2.92	2.00
Dow Jones Emerging Markets Consumer Titans TR 30 Index	-8.62	-20.24	-17.68	2.54	-1.79	3.24

Calendar-Year Total Returns (%)



Calendar-Year Total Returns (%)	2017	2016	2015	2014	2013
Total Returns (Net Asset Value)	26.86	4.95	-15.13	-2.85	1.66
Dow Jones Emerging Markets Consumer Titans TR 30 Index	28.08	5.71	-13.38	-1.91	2.74

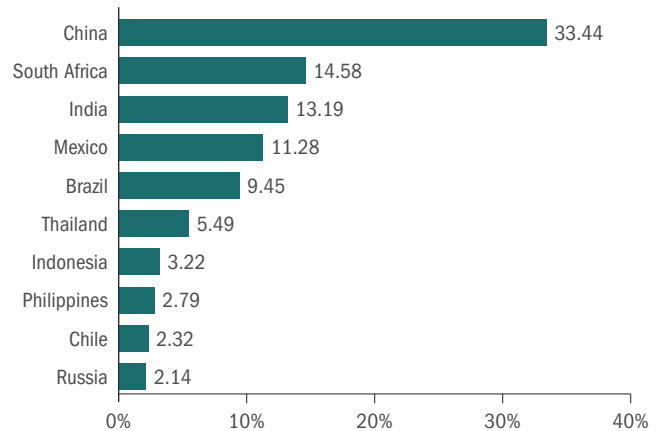
Performance data quoted represents past performance. Past performance does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Current performance data may be higher or lower than actual data quoted. For the most current month-end performance data please call 888.800.4347.

Market price returns are based on the midpoint of the bid/ask spread at 4 pm Eastern time and do not represent the returns an investor would receive if shares were traded at other times. Shares may trade at a premium or discount to the NAV. Returns over one year are annualized. *ETF shares are bought and sold at market price (not NAV) and are not individually redeemed from the fund. Investors buy and sell shares on a secondary market. Only market or "authorized participants" may trade directly with the Fund(s), typically in blocks of 50,000 shares.*

Sector Breakdown (%)



Top Countries (%)



Top holdings

Naspers Series N	10.3
Ambev SA-ADR	4.6
JD.Com-ADR	4.5
Fomento Economico Mexica-UBD	4.4
Walmart de Mexico SAB de CV	4.1
Hindustan Unilever Ltd	4.0
Yum China Holdings Inc	3.8
Ctrip.com-ADR	3.8
Geely Automobile Holdings	3.6
ITC Ltd	3.5

Top holdings are as of the date given, are subject to change at any time and are not recommendations to buy or sell any security.

Key statistics

Market Cap (weighted average, \$b)	29.75
Market Cap (weighted median, \$b)	19.37
Total Constituent Daily Traded Value (\$b)	2.89
P/E ratio (wtd harmonic avg, trailing)	18.80
Price/book ratio (weighted average)	2.99
Index Dividend Yield (%)	1.50

To find out more, call [888.800.4347](tel:888.800.4347)
or visit columbiathreadneedleetf.com



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. The fund is **passively managed** and seeks to track the performance of an index. The fund may not sell a poorly performing security unless it was removed from the **Index**. There is no guarantee that the index will achieve positive returns. Risk exists that the index provider may not follow its **methodology** for index construction. Errors may result in a negative fund performance. The fund's **net value** will generally decline when the market value of its targeted index declines. **Foreign** investments subject the fund to risks, including political, economic, market, social and other risks impacting a particular country, as well as to currency instabilities and less stringent financial and accounting standards generally applicable to U.S. issuers. These risks are enhanced for **emerging market** issuers. Investment in or exposure to **foreign currencies** subjects the fund to currency fluctuation and risk of loss. Investments in **small- and mid-cap** companies involve risks and volatility greater than investments in larger, more established companies. The fund **concentrates** its investments in issuers of one or more particular industries to the same extent as the underlying index. Investments in a narrowly focused sector such as **consumer** may exhibit higher volatility than investments with a broader focus. Although the fund's shares are listed on an **exchange**, there can be no assurance that an active, liquid or otherwise orderly trading market for shares will be established or maintained. Active market **trading** may increase portfolio turnover, transaction costs and tracking error to the targeted index. 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.

The Dow Jones Emerging Markets Consumer Titans 30 Index is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by Columbia Management Investment Advisers, LLC (CMIA). Standard & Poor's® and S&P® are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by CMIA. The Columbia Emerging Market Consumer ETF is not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates and none of such parties make any representation regarding the advisability of investing in such product(s) nor do they have any liability for any errors, omissions, or interruptions of the Dow Jones Emerging Markets Consumer Titans 30 Index.

Dividend Yield is a financial ratio that shows how much a company pays out in dividends each year relative to its share price. **Market Capitalization** is the total dollar value of all outstanding shares, calculated by multiplying shares times current market price. **Price/Book Ratio** is a stock's price divided by its book value, and may help determine if it is valued fairly. **P/E Ratio (Trailing)** is a stock's price divided by after-tax earnings over a trailing 12-month period, which serves as an indicator of value based on earnings. **Total Constituent Daily Traded Value** is the sum of the six-month average daily traded value (in USD) of a fund's individual holdings.

Columbia Management Investment Advisers, LLC serves as the investment manager to the ETFs. The ETFs are distributed by **ALPS Distributors, Inc.**, member FINRA, which is not affiliated with Columbia Management Investment Advisers, LLC.

© Copyright 2018 Columbia Management Investment Advisers, LLC. All rights reserved.

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 www.columbiathreadneedleetf.com to view or download a prospectus. Read the prospectus carefully before investing. Investing involves risk, including possible loss of principal.