

# WHAT ARE ETFs?

Exchange-Traded Funds (ETFs) are investment funds that are traded on stock exchanges, similar to individual stocks. They are designed to track the performance of a specific index, commodity, bond, or a basket of assets. ETFs offer investors a way to buy into a diversified portfolio of assets without having to buy each security individually.



# WHY ETFs?



1. Low expense ratios
2. Intraday trading flexibility
3. Diversification across assets
4. Transparency in holdings

ETFs offer cost-effective, transparent, and flexible investment options for a wide range of investors.

## BROAD MARKET ETFs

### TOTAL MARKET EXPOSURE

Broad market ETFs let you invest in the whole market, covering many different areas and industries all in one investment.



# SECTOR SPECIFIC ETFS



## NICHE OPPORTUNITIES

Sector ETFs let you invest in specific industries you believe in. It's a way to focus on the areas you think will do well.

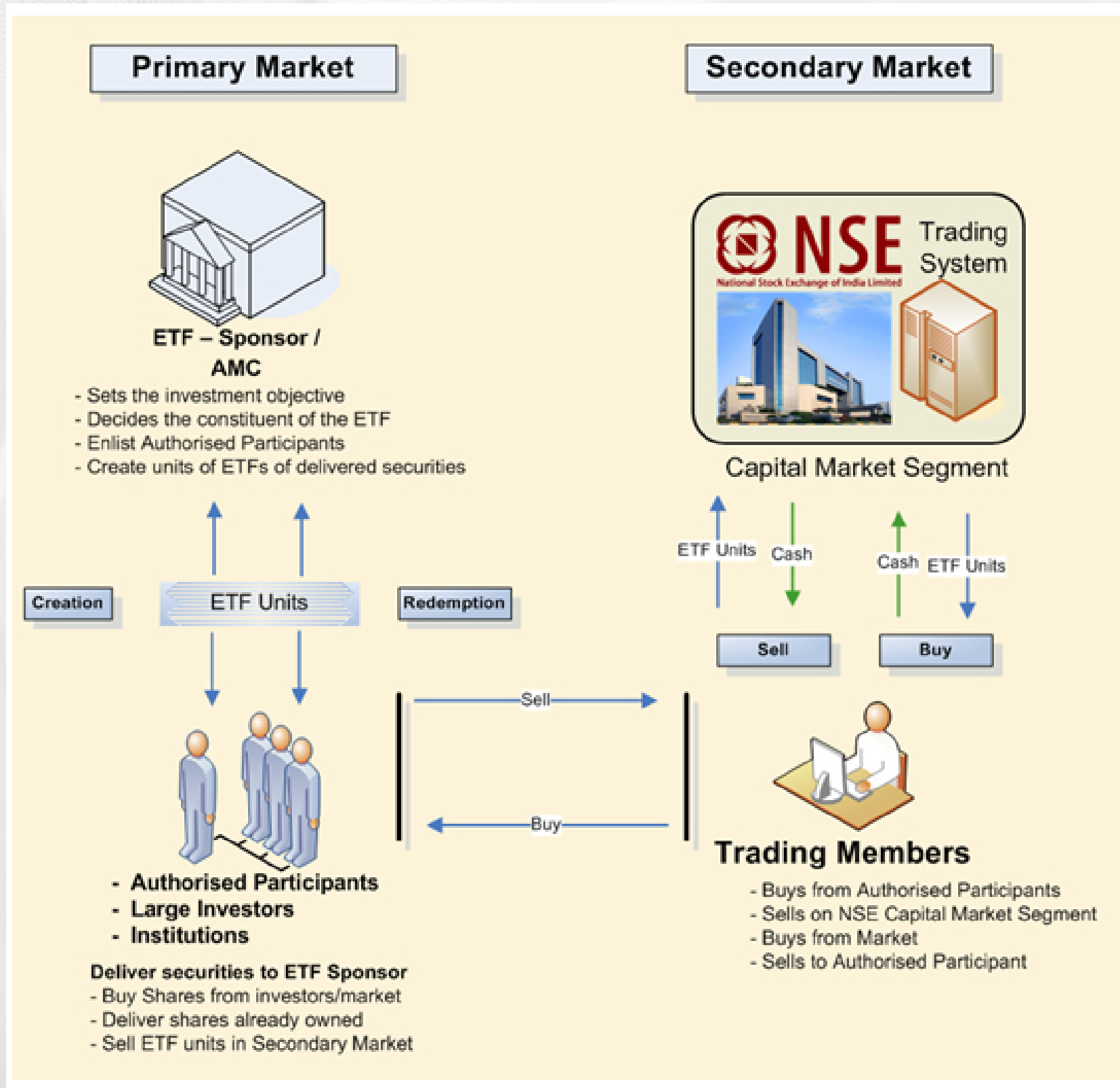
## BONDS ETFS

### FIXED INCOME SOLUTIONS

Bond ETFs help you invest in fixed-income securities, giving your portfolio more variety and the potential for regular income.



# STRUCTURE OF ETFS

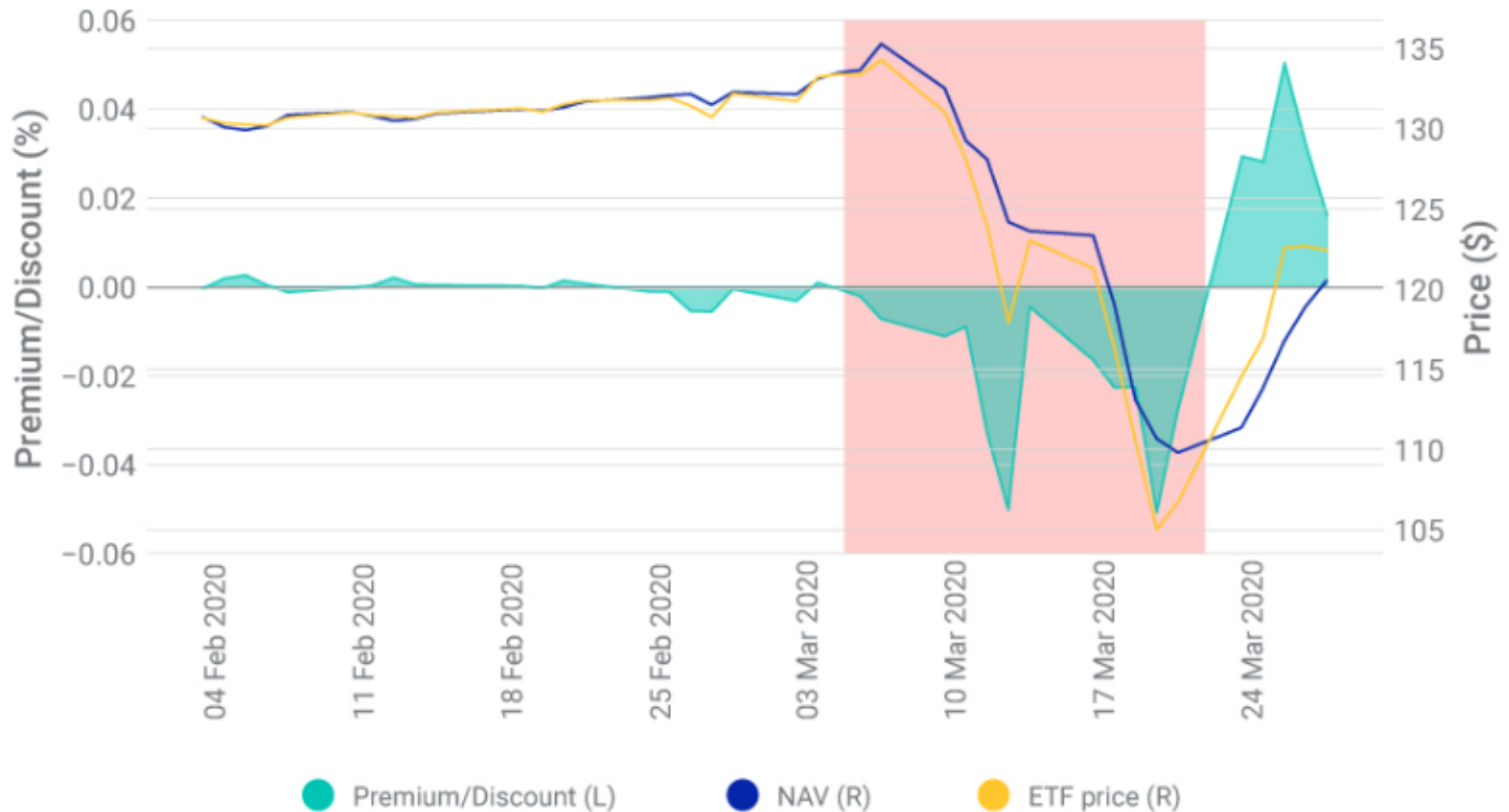


ETFs use a creation and redemption mechanism, ensuring that the market price closely tracks the net asset value (NAV).

# PRICING OF ETFs



**Bond ETFs' recent price-NAV divergence**



The market price of an:ETF is generally close to its NAV, making it an efficient and transparent investment.

# BENEFITS OF TRADING IN ETFs



## Easy Trading and Flexibility

You can easily buy or sell ETFs at any time during the day, giving you flexibility with your investments.

## Save Money

ETFs usually cost less because they have lower fees than mutual funds, which is good news for investors looking to save money.

## Less Tax Hassle

ETFs are good at being tax-friendly. They usually don't create as many tax payments as mutual funds do, which can help you keep more of your money.

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# UNDERSTANDING RISK

It's really important for investors to know about the risks linked to Exchange-Traded Funds (ETFs) so they can make smart choices. Just like any investment, ETFs can go up or down in value because of changes in the market. To be successful in investing, it's key to understand and handle these risks wisely.

# MONITORING PERFORMANCE



Monitoring the performance of Exchange-Traded Funds (ETFs) involves assessing various factors to gauge their effectiveness in meeting investment objectives. Here are key aspects to consider when monitoring ETF performance:

1. Net Asset Value (NAV):
2. Market Price vs. NAV:
3. Expense Ratios:
4. Tracking Error:
5. Dividend Yields:
6. Liquidity:
7. Performance Against Benchmark:
8. Sector Exposure:
9. Asset Under Management (AUM):
10. Distributions and Capital Gains:
11. Market Conditions:



**Reviews and Analyst Reports:** Stay informed by reading reviews and analyst reports on the ETF. Analyst insights can provide additional perspectives on the fund's performance.

