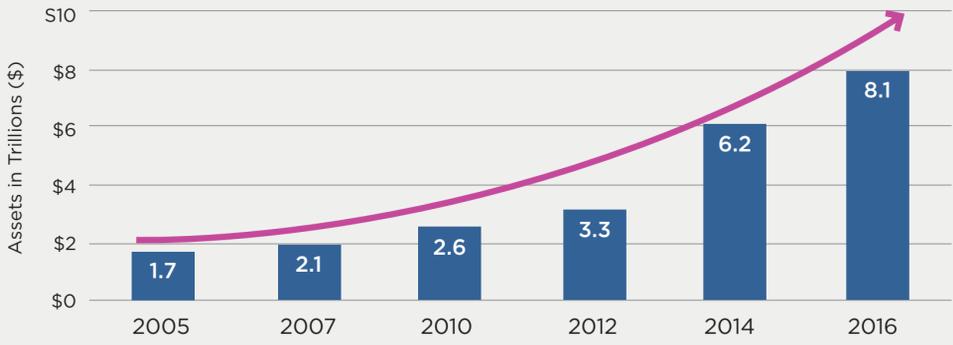


Investing with Impact

Interest in Sustainable Investing has grown more than 30% annually over the last decade.¹

Sustainable Investing has been on a roll, driven by the belief that a greater consideration of Environmental, Social and Governance (ESG) factors can be a cornerstone of long-term value creation.

Growth of AUM in Sustainable Investing funds



Many companies implement sustainable business practices as a competitive advantage.



TO SUPPORT GROWTH
They're committing resources to building and promoting sustainable products.



TO INCREASE RETURN ON CAPITAL
They're reducing their emissions, energy use and waste and policing their supply chain.



TO MITIGATE RISK
They're addressing sustainability issues to enhance their corporate reputations.

At the heart of the interest in sustainability are the Millennials.



\$30 trillion With Millennials predicted to inherit \$30 trillion over the next few decades, we believe the pace of sustainable investing is unlikely to slow any time soon.

Source: Morgan Stanley.

The Nationwide Maximum Diversification[®] U.S. Core Equity ETF and Nationwide Maximum Diversification[®] Emerging Markets Core Equity ETF track indexes that take “extra-financial” criteria into account with the goal of managing risk.

Developed by TOBAM, a recognized leader in next-generation index construction, the indexes integrate the principles of ESG into their investment process. TOBAM's methodology:



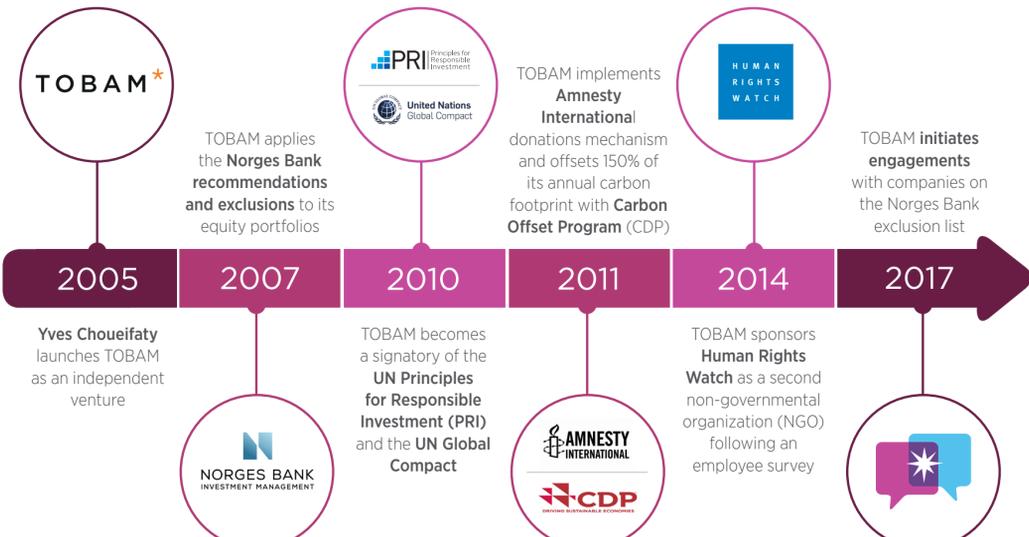
Seeks to gauge the impact of specific non-financial criteria on investment returns



NORGES BANK
INVESTMENT MANAGEMENT

Uses Norges Bank's respected ESG exclusionary screens to make investment decisions

TOBAM: a long-standing commitment to sustainability



If you have clients who are interested in investing sustainably, consider this innovative ETF.

TOBAM^{*}



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is on your side

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* Not a deposit • Not FDIC or NCUSIF insured • Not guaranteed by the institution • Not insured by any federal government agency • May lose value

Investing involves risk, including the possible loss of principal. Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. The Fund's NAV may not match or achieve a high degree of correlation with the return of the underlying index.

Call 800-617-0004 to request a summary prospectus and/or a prospectus, or download prospectuses at etf.nationwide.com. These prospectuses outline investment objectives, risks, fees, charges and expenses, and other information that you should read and consider carefully before investing.

Index performance is not indicative of funds' performance. Past performance does not guarantee future results.

Weighted average market capitalization of a portfolio reflects the relative size of its holdings. **KEY RISKS:** The Funds are subject to the risks of investing in equity securities. The Funds also are subject to the risks of investing in foreign securities (which are volatile, harder to price, and less liquid than U.S. securities). The Funds may also be subject to the risks of investing in emerging markets (which may include currency fluctuations, political risks, differences in accounting and limited availability of information). Please refer to the summary prospectus for a more detailed explanation of the Funds' principal risks. There is no assurance that the investment objective of any fund will be achieved. **Diversification does not assure a profit or protect against a loss in a declining market.**

S&P 500[®] Index: An unmanaged, market capitalization-weighted index of 500 stocks of leading large-cap U.S. companies in leading industries. Market index performance is provided by a third-party source. Nationwide Funds Group deems to be reliable. (Morningstar). Indexes are unmanaged and have been provided for comparison purposes only. No fees or expenses have been reflected. Individuals cannot invest directly in an index.

MSCI World Index: An unmanaged, free float-adjusted, market capitalization-weighted index that is designed to measure the performance of large-cap and mid-cap stocks in global developed markets as determined by MSCI.

Low volatility strategies select and weight their constituents on the basis of historical volatility.

Fundamentals-weighted strategies exclusively describe Research Affiliates' RAFI fundamental index equity strategies, which select and weight their constituents based on fundamental measures such as sales, adjusted sales, cash flow, dividends, dividends plus share buybacks, book value, and retained cash flow.

TOBAM Diversification Ratio[®] (DR(w)) is calculated by using the weighted average volatility and volatility as follows: $DR(w) = (w(\sigma) / \sigma(w))$ where $(w(\sigma)) = \sum w_i \sigma_i$

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