

Strategic Beta ETFs

All data as of 12/31/2016

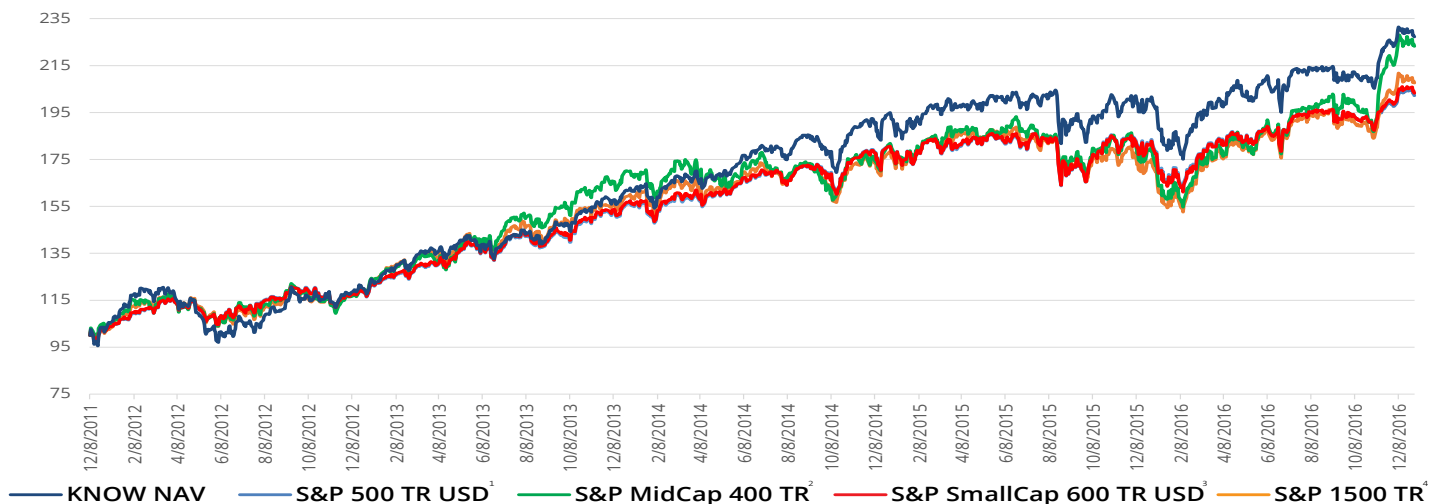
Direxion All Cap Insider Sentiment Shares

Investment Objective

The Direxion All Cap Insider Sentiment Shares seek investment results, before fees and expenses, that track the Sabrient Multi-Cap Insider/Analyst Quant-weighted Index (SBRQAM). There is no guarantee the fund will meet its stated investment objective.

Investment Growth

All data from 12/08/11 - 12/31/16



Source: Bloomberg. Past performance does not guarantee future results. One cannot invest directly in an index

Fund Statistics & Comparison

	Cumulative Return	Ave. Ann Return	Alpha ⁵	Beta ⁶
KNOW	127.24	18.80	0.08%	1.11
S&P 500 ¹	102.17	15.08	0.00%	1.00
S&P MidCap 400 ²	107.59	15.94	0.02%	1.04
S&P Small Cap 600 ³	123.20	17.60	0.06%	1.10
S&P 1500 ⁴	103.24	15.22	0.00%	1.01

Source: Morningstar Direct/Bloomberg. (data from 12/8/11-12/31/16)

Performance % (Calendar Year Returns)

	2012	2013	2014	2015	2016
KNOW	16.45	36.24	17.97	3.45	14.31
S&P 500	16.00	32.39	13.69	1.38	11.96
S&P MidCap 400	17.88	33.50	9.77	-2.18	20.74
S&P SmallCap 600	16.32	41.31	5.76	-1.97	26.56
S&P 1500	16.17	32.80	13.08	1.01	13.03

Source: Bloomberg.

Fund Facts

Fund Symbol	KNOW
Intra-day Indicative Value	KNOW.IV
Bloomberg Index Symbol	SBRQAM
CUSIP	25459Y769
ISIN	US25459Y7691
Fund Rebalance	Monthly
Gross Expense Ratio	0.78%
Net Expense Ratio*	0.65%
Total Constituents	100

* The Net Expense Ratio includes management fees, other operating expenses and Acquired Fund Fees and Expenses. If Acquired Fund Fees and Expenses were excluded, the Net Expense Ratio would be 0.65%. The Fund's Adviser, Rafferty Asset Management, LLC ("Rafferty") has entered into an Operating Expense Limitation Agreement with the Fund, under which Rafferty has contractually agreed to cap all or a portion of its management fee and/or reimburse the Fund for Other Expenses through September 1, 2017, to the extent that the Fund's Total Annual Fund Operating Expenses exceed 0.65% other than the following: taxes, swap financing and related costs, acquired fund fees and expenses, dividends or interest on short positions, other interest expenses, brokerage commissions, expenses incurred in connection with any merger or reorganization and extraordinary expenses. If these expenses were included, the expense ratio would be higher.

Direxion All Cap Insider Sentiment Shares Standardized Performance vs. Various Indexes (as of 12/31/2016)

		1 Month %	3 Month %	YTD %	1 Year %	3 Year %	5 Year %	S/I of the Fund %	Inception Date
KNOW	NAV	1.12	7.75	14.31	14.31	11.73	17.22	16.75	12/8/2011
	Mkt Close	0.95	7.44	13.85	13.85	12.00	17.12	16.75	
S&P 500		1.98	3.82	11.96	11.96	9.01	14.64	14.91	
S&P MidCap 400		2.19	7.42	20.74	20.74	9.15	15.31	15.51	
S&P SmallCap 600		3.37	11.13	26.56	24.88	9.52	16.60	17.17	
S&P 1500		2.04	4.32	13.03	11.94	9.02	14.76	15.03	

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate. An investor's shares, when redeemed, may be worth more or less than their original cost. Current performance may be lower or higher than the performance quoted. Returns for performance under one year are cumulative, not annualized. For the most recent month-end performance please visit the funds website at www.direxioninvestments.com.

Short-term performance, in particular, is not a good indication of the fund's future performance, and an investment should not be made based solely on returns. Because of ongoing market volatility, fund performance may be subject to substantial short-term changes. For additional information, see the fund's prospectus.

Definitions

¹**The S&P 500 TR Index** - or the Standard & Poor's 500, is an American stock market index based on the market capitalizations of 500 large companies having common stock listed on the NYSE or NASDAQ. ²**The S&P Midcap 400 TR Index** - This Standard & Poor's index serves as a barometer for the U.S. mid-cap equities sector and is the most widely followed mid-cap index in existence. To be included in the index, a stock must have a total market capitalization that ranges from roughly \$750 million to \$3 billion dollars. ³**The S&P SmallCap 600 TR Index** - An index of small-cap stocks managed by Standard and Poor's. The S&P 600 SmallCap Index covers a broad range of small cap stocks in the United States. ⁴**The S&P 1500 TR Index** - or S&P Composite 1500 Index, is a stock market index of US stocks made by Standard & Poor's. It includes all stocks in the S&P 500, S&P 400, and S&P 600. This index covers 90% of the market capitalization of U.S. stocks. ⁵**Alpha** is a measure of performance on a risk-adjusted basis. ⁶**Beta** is a measure of price variability relative to the market. ⁷**Correlation** is a measure of the similarity of performance.



Destra Capital Investments

One North Wacker Drive, 48th Floor

Chicago, IL 60606

877.855.3434

www.destracapital.com

The Direxion All Cap Insider Sentiment Shares is sub-distributed by Destra Capital Investments LLC, a member FINRA | SIPC, on behalf of Direxion Shares.

Disclosures

An investor should consider the investment objectives, risks, charges, and expenses of Direxion Shares carefully before investing. The prospectus and summary prospectus contain this and other information about Direxion Shares. To obtain a prospectus and summary prospectus visit our website at www.direxioninvestments.com. The prospectus and summary prospectus should be read carefully before investing.

Shares of Direxion Shares are bought and sold at the market price (not NAV) and are not individually redeemed from the Fund. Brokerage commissions will reduce returns. Market Price returns are based upon the midpoint of the bid/ask spread at 4:00 pm EST (when NAV is normally determined) and do not represent the returns you would receive if you traded shares at other times. Fund returns assume that dividends and capital gains distributions have been reinvested in the Fund at NAV.

Some performance results reflect expense subsidies and waivers in effect during certain periods shown. Absent these waivers, results would have been less favorable.

Risks:

The Fund is non-diversified and include risks associated with concentration risk that results from the Funds' investments in a limited number of securities. Increased portfolio turnover may result in higher transaction costs and capital gains. The Fund may also invest in securities of other investment companies, including ETFs, which may involve duplication of advisory fees and certain other expenses. For other risks including replication strategy risk, index correlation/tracking risks and specific risks of exchange traded funds. Please see the summary and full prospectuses for a more complete description of these and other risks of the Fund.

Distributor: Foreside Fund Services, LLC