

Video Gaming and Esports Taking Media and Entertainment to the Next Level

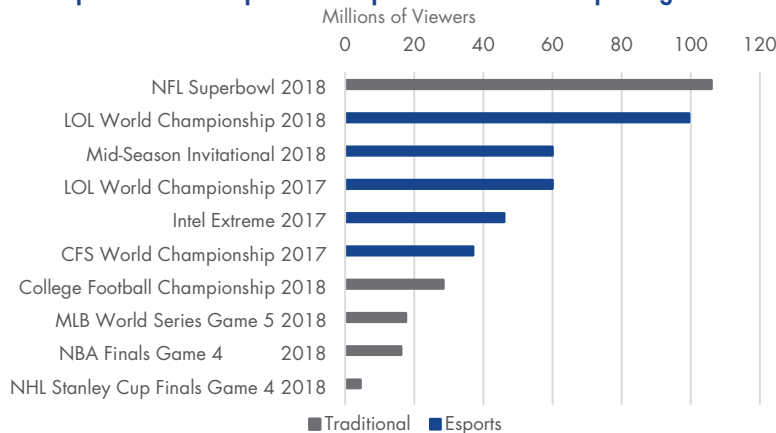
ESPO® VanEck Vectors® Video Gaming and eSports ETF

The video game market is undergoing a period of transformative growth. The industry is disrupting traditional media and entertainment as computing power continues to advance and multiplayer streaming, social media, and mobile gaming apps rise in popularity.

Competitive Video Gaming Reaches Prime Time Viewership Numbers

One of the biggest growth factors in the industry has been the emergence of professional video gaming, or esports. Esports is a form of competitive video gaming commonly held as organized, multiplayer events that are often both streamed online and held as live events.

Esports Viewership Rivals Major Traditional U.S. Sporting Events



Source: Sports Media Watch, Statista.com, datesports.com, lolesports.com. As of 2018.

New and Expanding Sources of Revenue for Video Game Makers

Esports is a global trend. Beyond growing exponentially as a distinct business and industry, it is also accelerating the convergence of other established industries, such as the leisure industry, video game publishers, the events business, the sports world, media rights, as well as advertising and sponsorship.

Getting in the Game for the Long Run

At under 30 years of age, the average esports consumer skews much younger than traditional sports. As awareness grows and technology, games, and events evolve to meet consumer demands, investing in companies involved in esports may offer investors the potential to participate in what may be a long-term growth story.

Invest in the Future of Sports

Competitive video gaming audience expected to reach 454 million people in 2019¹

Esports revenue growth has averaged almost 40% yearly since 2015, supported by a young, affluent audience²

Please see definitions on the reverse side.

¹ Newzoo Global Esports Market Report, 2019.

² Newzoo Global Esports Market Report, 2017, 2018, 2019.

Past performance does not guarantee future results. Indices are unmanaged and are not securities in which investments can be made.

VanEck Vectors Video Gaming and eSports ETF (ESPO) seeks to replicate as closely as possible, before fees and expenses, the price and yield performance of the MVIS® Global Video Gaming and eSports Index (MVESPO). The Index is a global index that tracks the performance of the global video gaming and esports (also known as electronic sports) segment.

Fund Characteristics	ESPO
Commencement Date	10/16/2018
Net Expense Ratio (%) ³	0.55

³ Net expense ratio shown. The gross expense ratio for the fund is 0.60%. Expenses are capped contractually at 0.55%. Cap excludes acquired fund fees and expenses, interest expense, trading expenses, taxes and extraordinary expenses. Expense ratio as of the most recent prospectus. Please see the Fund's prospectus for more detailed information on expenses.

Total Return (%) as of 6/30/2019		ESPO	MVESPTR
YTD*	NAV	23.72	23.96
	Share Price	24.26	
1 Yr	NAV	-	-
	Share Price	-	
3 Yr	NAV	-	-
	Share Price	-	
Since Fund Inception 10/16/18	NAV	7.81	8.97
	Share Price	8.01	

*Returns less than one year are not annualized.

Performance data quoted represents past performance which is no guarantee of future results and which may be lower or higher than current performance. Performance current to the most recent month end available by calling 800.826.2333 or by visiting vaneck.com. Investment returns and ETF share values will fluctuate so that investors' shares, when redeemed, may be worth more or less than their original cost. ETF returns assume that dividends and capital gains distributions have been reinvested in the Fund at NAV.

Not intended to be a forecast of future events, a guarantee of future results or investment advice. Historical performance is not indicative of future results. Current data may differ from data quoted. Any graphs shown herein are for illustrative purposes only. No part of this material may be reproduced in any form, or referred to in any other publication, without express written permission of VanEck.

ETF NAVs are determined at the close of each business day, and represent the dollar value of one share of the fund; it is calculated by taking the total assets of the fund, subtracting total liabilities, and dividing by the total number of shares outstanding. The NAV is not necessarily the same as the ETF's intraday trading value. ETF investors should not expect to buy or sell shares at NAV.

Fund shares are not individually redeemable and will be issued and redeemed at their NAV only through certain authorized broker-dealers in large, specified blocks of shares called "creation units" and otherwise can be bought and sold only through exchange trading. Shares may trade at a premium or discount to their NAV in the secondary market. You will incur brokerage expenses when trading fund shares in the secondary market.

An investment in the Fund may be subject to risks which include, among others, investing in the video gaming and esports companies, equity securities, communication services and information technology sectors, medium-capitalization companies, issuer-specific changes, special risk considerations of investing in Asian, Japanese and emerging markets issuers, foreign securities, foreign currency, depositary receipts, market, operational, cash transactions, index tracking, authorized participant concentration, absence of prior active market, trading issues, passive management, fund shares trading, premium/discount risk and liquidity of fund shares, non-diversified, and concentration risks, all of which may adversely affect the Fund. Foreign investments are subject to risks, which include changes in economic and political conditions, foreign currency fluctuations, changes in foreign regulations, and changes in currency exchange rates which may negatively impact the Fund's returns. Medium-capitalization companies may be subject to elevated risks.

Investing involves substantial risk and high volatility, including possible loss of principal. An investor should consider the investment objective, risks, charges and expenses of the Fund carefully before investing. To obtain a prospectus and summary prospectus, which contain this and other information, call 800.826.2333 or visit vaneck.com. Please read the prospectus and summary prospectus carefully before investing.

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