

CONTACT: Danielle Black, AD  
Ditto Public Relations  
direxion@dittopr.co

## **Direxion Launches Netflix and Taiwan Semiconductor Manufacturing Single Stock Leveraged and Inverse ETFs**

*NFXL, NFXS, TSMX and TSMZ Join Existing Suite of 14 ETFs*

**NEW YORK**—October 03, 2024— Furthering their continued success with Single Stock Leveraged and Inverse ETFs, [Direxion](#), a leading provider of tradeable and thematic ETFs, today announced the launch of two additional pairs. These four funds allow active traders to obtain magnified, or inverse, exposure to the daily performance of the common stock of Netflix, Inc., or Taiwan Semiconductor Manufacturing Co., Ltd., through either the [Direxion Daily NFLX Bull 2X Shares \(Ticker: NFXL\)](#) and [Direxion Daily NFLX Bear 1X Shares \(Ticker: NFXS\)](#), or the [Direxion Daily TSM Bull 2X Shares \(Ticker: TSMX\)](#) and [Direxion Daily TSM Bear 1X Shares \(Ticker: TSMZ\)](#).

“Direxion launched its first two pairs of single stock leveraged and inverse ETFs just over two years ago, amassing more than \$3 billion in the expanding suite since,” said Direxion Managing Director, Edward Egilinsky. “Netflix and Taiwan Semiconductor Manufacturing are two of the hottest names in the retail space, lending themselves well to tactical trading in response to potential company events and market sentiment. We look forward to expanding our suite of single stock leveraged and inverse ETFs in the near future.”

As ground-breaking products built for active traders, Direxion’s pairs of single stock leveraged and inverse ETFs are meant to be used for short-term trading purposes. Leveraged and inverse single stock ETFs should not be viewed as buy and hold investments, but rather trading tools for traders with a high risk tolerance. In addition, unlike traditional ETFs, or even other levered and/or inverse ETFs, these ETFs track the price of a single stock rather than an index, eliminating the benefits of diversification.

All Direxion leveraged and inverse ETFs are intended only for investors with an in-depth understanding of the risks associated with seeking leveraged investment results, and who plan to actively monitor and manage their positions. There is no guarantee these ETFs will meet their objective. Please visit the [Direxion Leveraged and Inverse ETF Education Center](#), where you will find educational brochures, videos, and a self-paced online course to help you understand if leveraged ETFs are right for you.

**About Direxion:**



Direxion equips investors who are driven by conviction with ETF solutions built for purpose and fine-tuned for precision. These solutions are available for a broad spectrum of investors, whether executing short-term tactical trades, or investing in thematic strategies. Direxion's reputation is founded on developing products that precisely express market perspectives and allow investors to manage their risk exposure. Founded in 1997, the company has approximately \$48.6 billion in assets under management as of September 30, 2024. For more information, please visit [www.direxion.com](http://www.direxion.com).

*There is no guarantee that the Funds will achieve their investment objectives.*

For more information on all Direxion Shares ETFs, go to [www.direxion.com](http://www.direxion.com), or call us at 866.301.9214.

*An investor should carefully consider a Fund's investment objective, risks, charges, and expenses before investing. A Fund's prospectus and summary prospectus contain this and other information about the Direxion Shares. To obtain a prospectus and summary prospectus call 866-476-7523 or visit our website at [direxion.com](http://direxion.com). A Fund's prospectus and summary prospectus should be read carefully before investing.*

**Investing in the funds involves a high degree of risk.** Unlike traditional ETFs, or even other leveraged and/or inverse ETFs, these leveraged and/or inverse single stock ETFs track the price of a single stock rather than an index, eliminating the benefits of diversification. Leveraged and inverse ETFs pursue daily leveraged investment objectives, which means they are riskier than alternatives which do not use leverage. They seek daily goals and should not be expected to track the underlying stock's performance over periods longer than one day. They are not suitable for all investors and should be utilized only by investors who understand leverage risk and who actively manage their investments. The Funds will lose money if the underlying stock's performance is flat, and it is possible that the Bull Fund will lose money even if the underlying stock's performance increases, and the Bear Fund will lose money even if the underlying stock's performance decreases, over a period longer than a single day. An investor could lose the full principal value of his or her investment in a single day. **Investing in the Funds is not the same as investing directly in NFLX or TSM.**

**Entertainment Industry Risk** – Companies in the entertainment industry may be impacted by the high costs of research and development of new content and services in an effort to stay relevant in a highly competitive industry, and entertainment products may face a risk of rapid obsolescence. Entertainment companies are subject to risks that include cyclicalities of revenues and earnings, changing tastes and topical interests, and decreases in the discretionary income of their targeted consumers.

**Consumer Discretionary Sector Risk** – Because companies in the consumer discretionary sector manufacture products and provide discretionary services directly to the consumer, the success of these companies is tied closely to the performance of the overall domestic and international economy.

**Semiconductor Industry Risk** – Semiconductor companies may face intense competition, both domestically and internationally, and such competition may have an adverse effect on such companies' profit margins. Semiconductor companies may have limited product lines, markets, financial resources or personnel. Companies in the semiconductor industry may have products that face obsolescence due to rapid technological developments and frequent new product introduction, unpredictable changes in growth rates and competition for qualified personnel.

**Netflix, Inc. Investing Risk** – Issuer-specific attributes may cause an investment held by the Fund to be more volatile than the market generally. The value of an individual security or particular type of security may be more volatile than the market as a whole and may perform differently from the value of the market as a whole. As of the date of this prospectus, in addition to the risks associated with companies in the consumer discretionary sector, and more specifically the entertainment industry, Netflix, Inc. faces risks related to maintaining and expanding membership for its streaming services; competition in the entertainment video market; unforeseen costs or liability in connection with content that is acquired, produced, licensed and/or distributed through its service; the ability to manage change and growth in its business; costs and challenges associated with strategic acquisitions and investments; regulatory changes and legal issues; protecting its intellectual property; consumer data privacy issues; and network operators handling and changing data access.

**Taiwan Semiconductor Manufacturing Co., Ltd. Investing Risk** – Issuer-specific attributes may cause an investment held by the Fund to be more volatile than the market generally. The value of an individual security or particular type of security may be more volatile than the market as a whole and may perform differently from the value of the market as a whole. As of the date of this prospectus, in addition to the risks associated with companies in the semiconductor sector, TSM faces risks associated with: the highly competitive nature of the semiconductor industry; economic and market uncertainty; reductions in demand for its products; potential concentration of revenues in a few large clients; geopolitical events and pandemics; adequate protection of technology or other intellectual property; exchange rates; reliance on third parties to manufacture products; possible shortages of equipment or materials needed to manufacture products; cybersecurity attacks and data breaches; system failures or outages; potential incompatibility of product with some or all industry standard software and hardware; increases in costs; adverse government regulations; regulatory compliance costs; litigation; taxes; indebtedness; and the ability to attract and retain high quality talent.

**Direxion Shares Risks** – An investment in each Fund involves risk, including the possible loss of principal. Each Fund is non-diversified and includes risks associated with a Fund concentrating its investments in a particular security, industry, sector, or geographic region which can result in increased volatility. A Fund's investments in derivatives such as futures contracts and swaps may pose risks in addition to, and greater than, those associated with directly investing in securities or other investments, including imperfect correlations with underlying investments or the Fund's other portfolio holdings, higher price volatility and lack of availability. As a result, the value of an investment in a Fund may change quickly and without warning. Risks of the Funds include Effects of Compounding and Market Volatility Risk, Derivatives Risk, Counterparty Risk, Rebalancing Risk, Intra-Day Investment Risk, Netflix, Inc. or Taiwan Semiconductor



Manufacturing Co., Ltd. Investing Risk, Market Risk, Industry Concentration Risk, Cash Transaction Risk, Indirect Investment Risk, and risks specific to the consumer discretionary sector, entertainment industry or semiconductor industry. Additional risks include, for the Direxion Daily NFLX Bull 2X Shares and Direxion Daily TSM Bull 2X Shares, Leverage Risk and Daily Correlation Risk, and for the Direxion Daily NFLX Bear 1X Shares and Direxion Daily TSM Bear 1X Shares, Shorting or Inverse Risk as well as Daily Inverse Correlation Risk. Please see the summary and full prospectuses for a more complete description of these and other risks of the Funds.

**Distributor: ALPS Distributors, Inc.**