

All data as of 09/30/2015

Strategic Beta ETFs

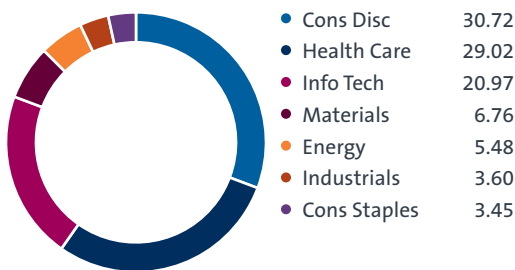
Direxion iBillionaire Index ETF

Index Description

The iBillionaire Index (BILLIONR) is comprised of the 30 large-cap U.S. equities in which a select pool of investment billionaires has allocated the most assets, according to Form 13F filings. Billionaires are selected from a group of U.S. investment billionaires based on net worth, source of wealth, and portfolio size. **One cannot directly invest in an Index.**

Sector Weightings %

All holdings and sector weightings are as of (09/30/2015)



Fund Top Ten Holdings %

General Motors Co	3.65
Priceline Group Inc	3.64
Humana Inc	3.63
Apple Inc	3.62
Yum! Brands Inc	3.62
Delta Air Lines Inc	3.60
Microsoft Corp	3.60
Dow Chemical Co	3.59
Google Inc	3.54
MasterCard Inc	3.54

Top Holdings and Sector Weightings are subject to change.

Direxion iBillionaire Index ETF Performance (as of 09/30/2015)

		1 Month %	3 Month %	YTD %	1 Year %	S/I of the fund %	Inception Date
IBLN	NAV	-7.63	-10.02	-12.15	-9.77	-7.44	08/01/14
	Mkt Close	-8.53	-10.75	-13.00	-10.61	-8.05	
S&P 500 ¹		-2.47	-6.44	-5.29	-0.61	1.90	

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 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.

There is no guarantee the fund will meet its stated investment objectives.

* The Net Expense Ratio includes management fee and other operating expenses, but does not include expenses such as brokerage commissions. The Fund's advisor, Rafferty Asset Management, LLC has entered into an Operating Expense Limitation Agreement with the Fund. Under this agreement, Rafferty has contractually agreed to cap all or a portion of its management fee and/or reimburse the Fund for Other Expense through September 1, 2016 to the extent that the Fund's Total Annual Fund Operating Expenses exceed 0.65%.

Investment Objective

The Direxion iBillionaire Index ETF seeks investment results, before fees and expenses that track the iBillionaire Index (BILLIONR).

Principal Investment Strategy

- 30 U.S. mid and large cap securities selected by the iBillionaire Inc. proprietary rules-based methodology
- Up to 10 billionaires selected from a pool based on several criteria including personal net worth, source of wealth, portfolio concentration, turnover, and performance over time
- Stocks selected based on highest allocations by 5-10 billionaires
- Stocks must be listed on the NYSE, or NASDAQ; and have at least \$1 billion in market capitalization²
- Each of the 30 companies in the index is allocated a fixed equal weight of 3.33%
- Rebalanced quarterly

Fund Facts

Fund Symbol	IBLN
Intra-day Indicative Value	IBLN.IV
Bloomberg Index Symbol	BILLIONR
CUSIP	25459Y264
ISIN	US25459Y2643
Gross Expense Ratio	1.13%
Net Expense Ratio*	0.65%
Total Constituents	30

The Key Benefits of the Strategy

- Seeks alpha-generation within the large-cap equity allocation of your portfolio
- Allows investors to identify and participate in stocks that the most successful investment billionaire's are accumulating
- Offers access to a strategic-index approach to equity investing
- Equal-weighted approach seeks diversification within the strategy

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Definitions

¹**The S&P 500 Index** is an unmanaged index of 500 stocks used to measure largecap U.S. stock market performance.²**Market Capitalization** is the total dollar market value of all of a company's outstanding shares, and is calculated by multiplying a company's shares outstanding by the current market price of one share.

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 call 866-476-7523 or visit our website at 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:

An investment in the Funds involves risk, including the possible loss of principal. The Fund is subject to Form 13F Data risk. Form 13F provides information on holdings as of the end of a calendar quarter. Because information contained in these forms is a snapshot of investment positions at quarter's end on up to a 45 day delay, the actual investment portfolios of the Form 13F filers could diverge significantly from the publicly reported positions during the course of the year. 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 early close/trading halt risk, equity securities risk, index correlation/tracking risk, non-diversification risk, replication strategy risk, small- and/or mid-capitalization company risk 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.