



The ETF Takeover: Navigating the Shift From Mutual Funds

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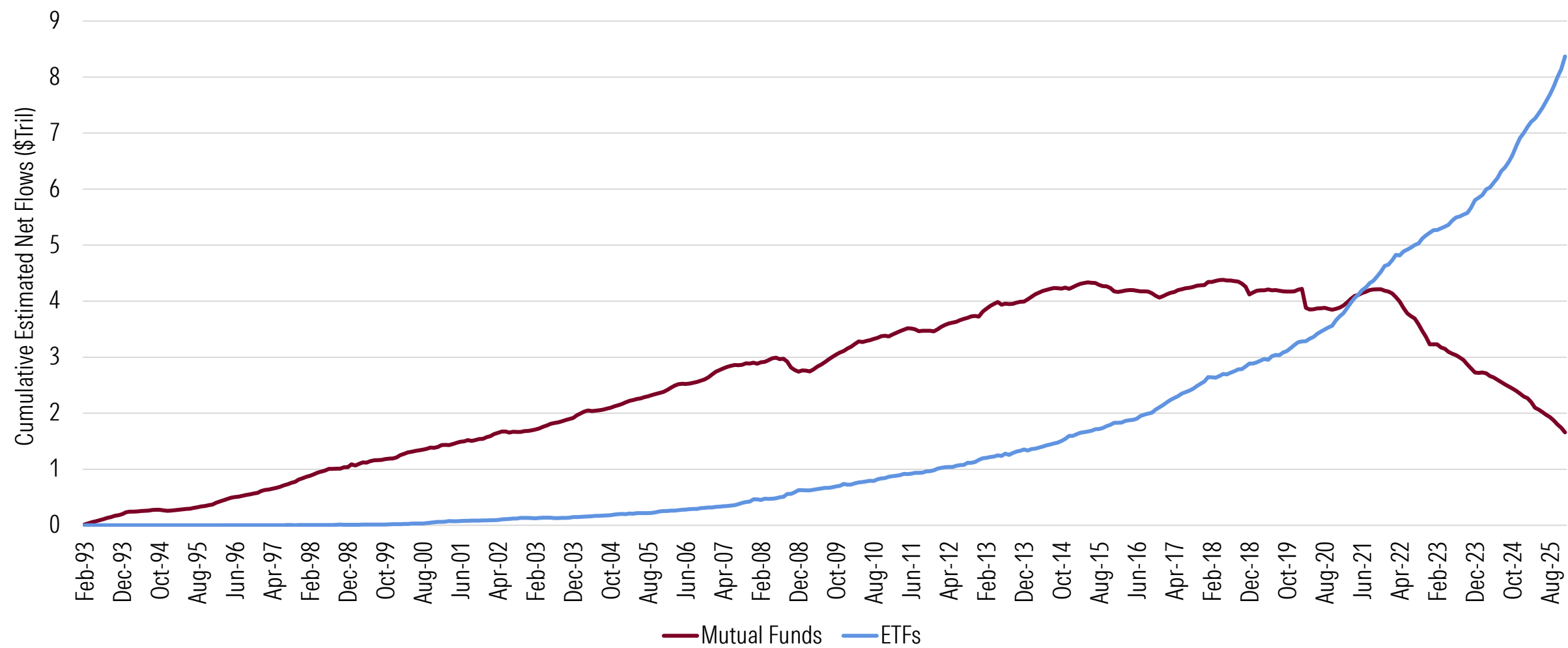




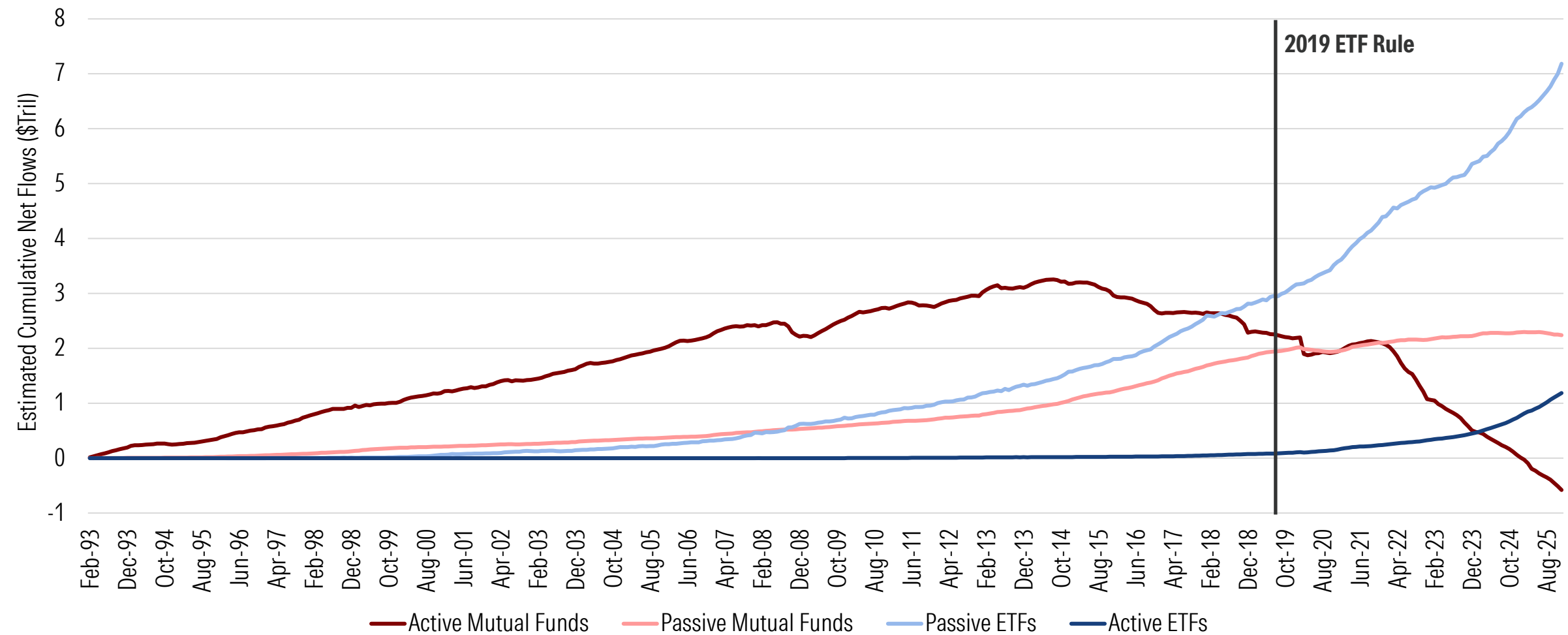
Moving On From Mutual Funds



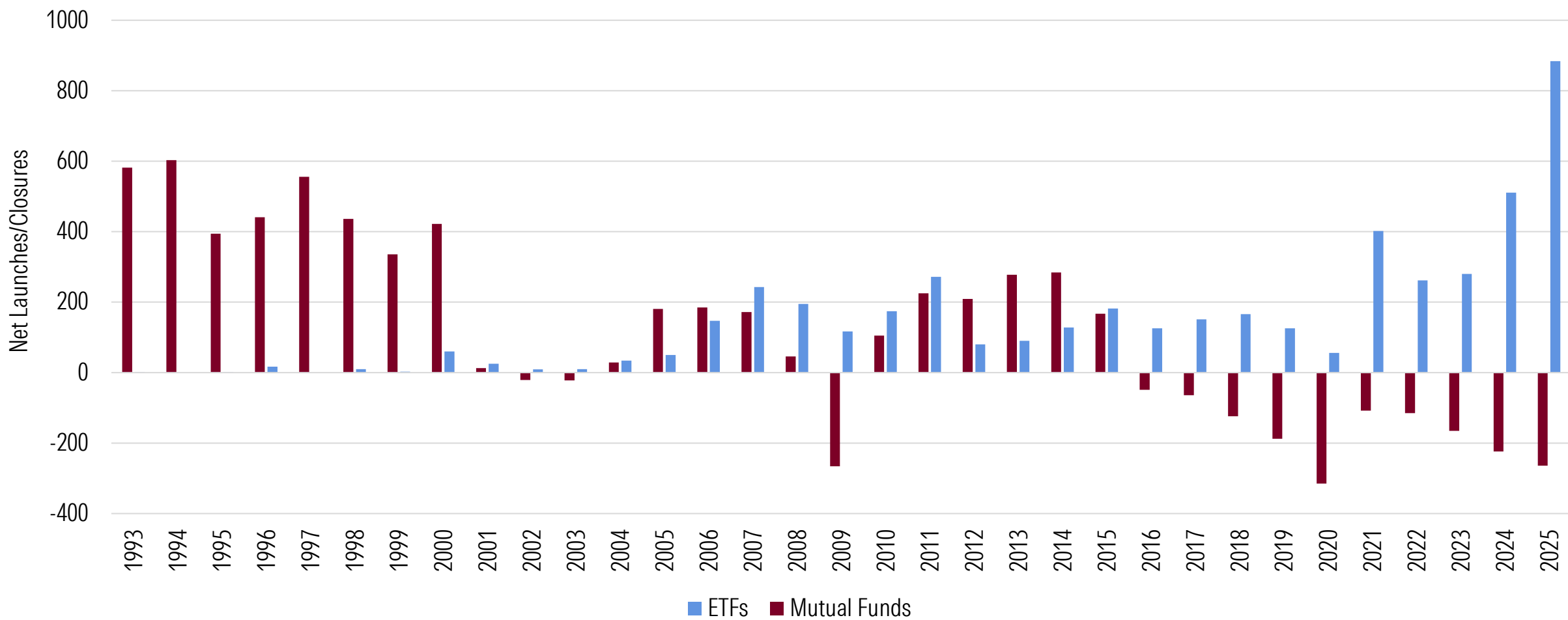
ETFs Have Become Investors' Preferred Wrapper



Investors Flock to Active ETFs and Shun Active Mutual Funds



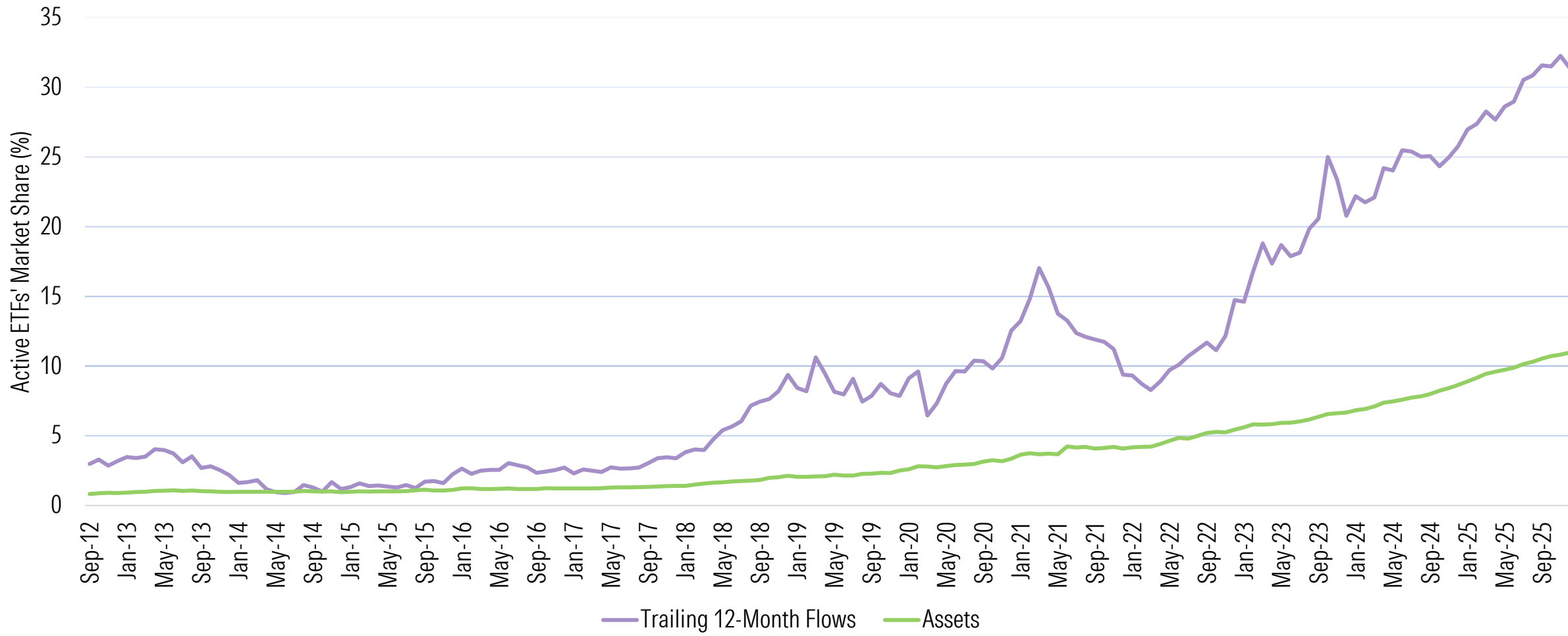
The Mutual Fund Menu is Shrinking



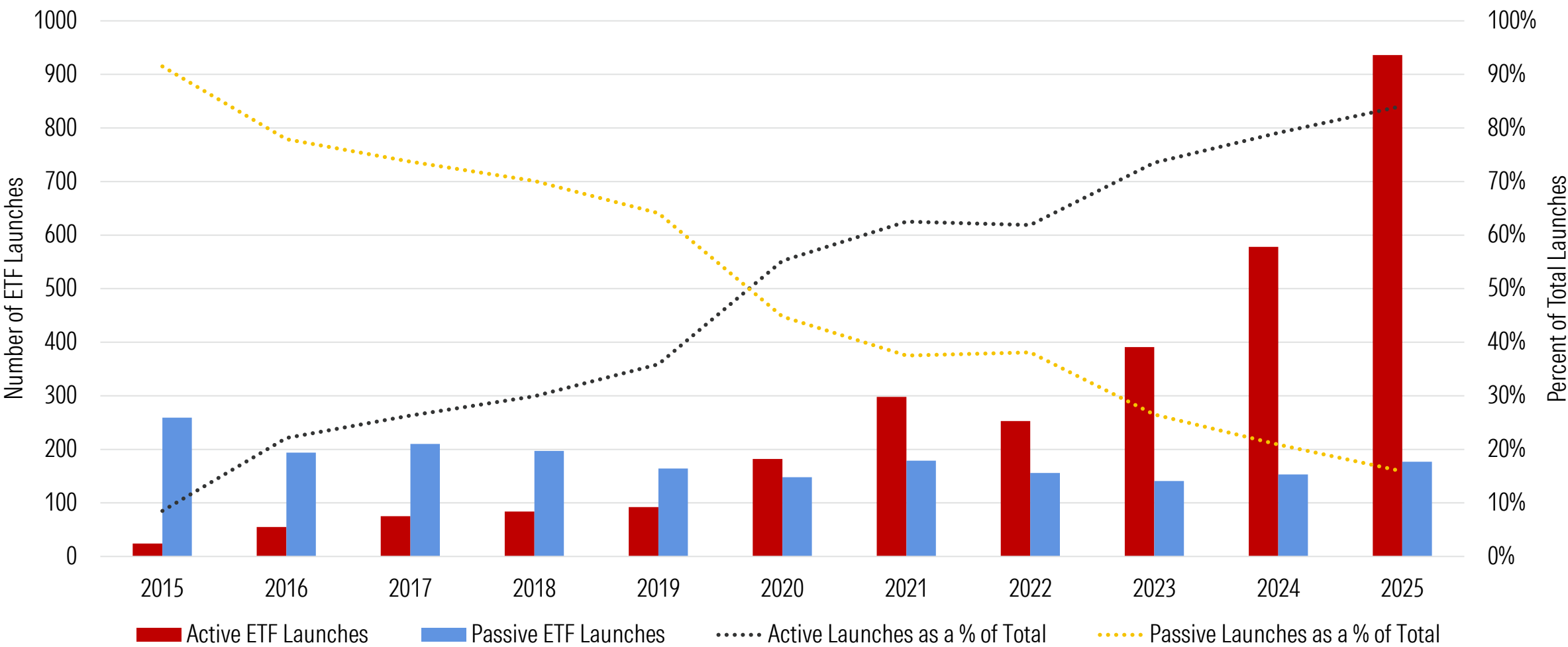
The Active ETF Takeover?



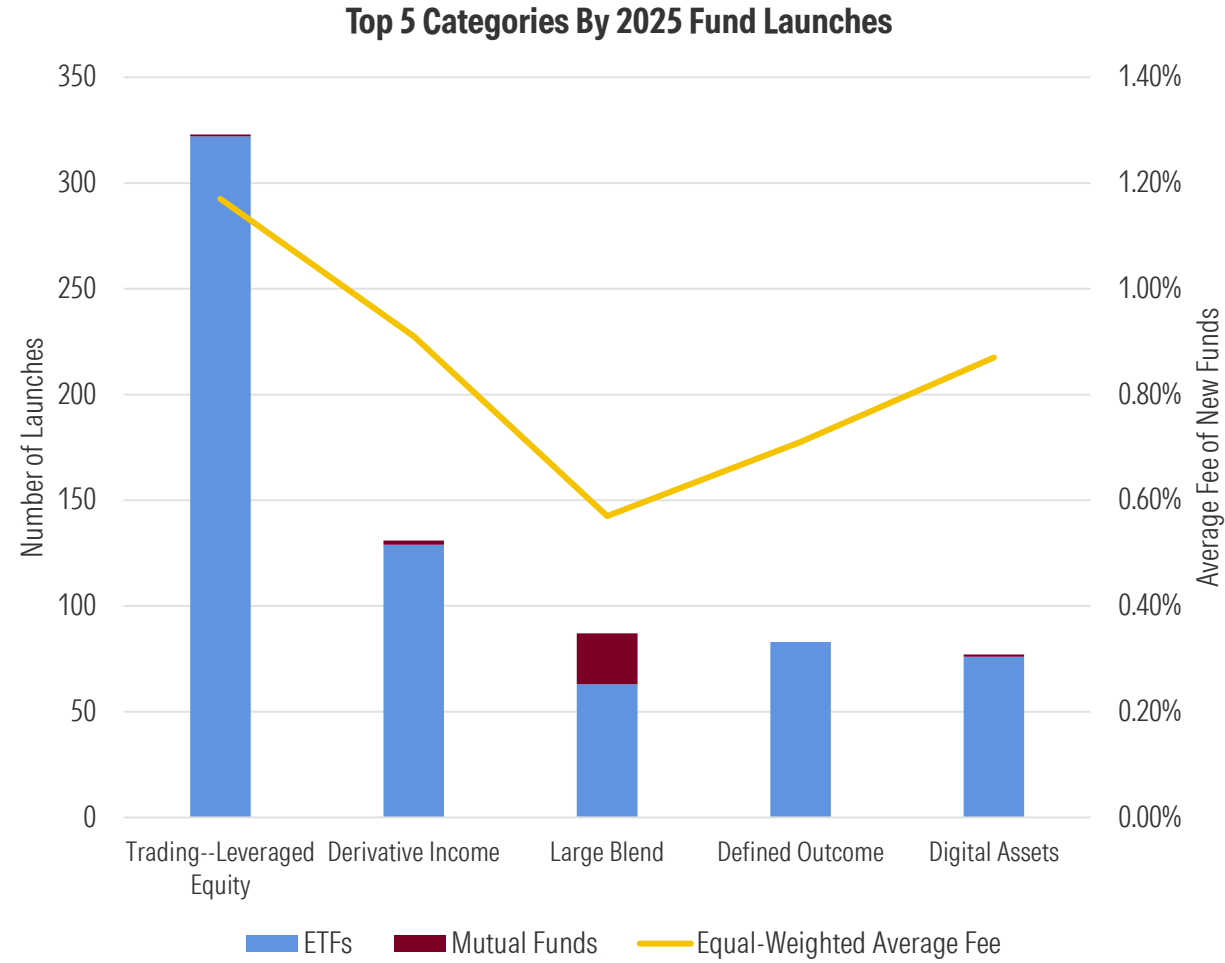
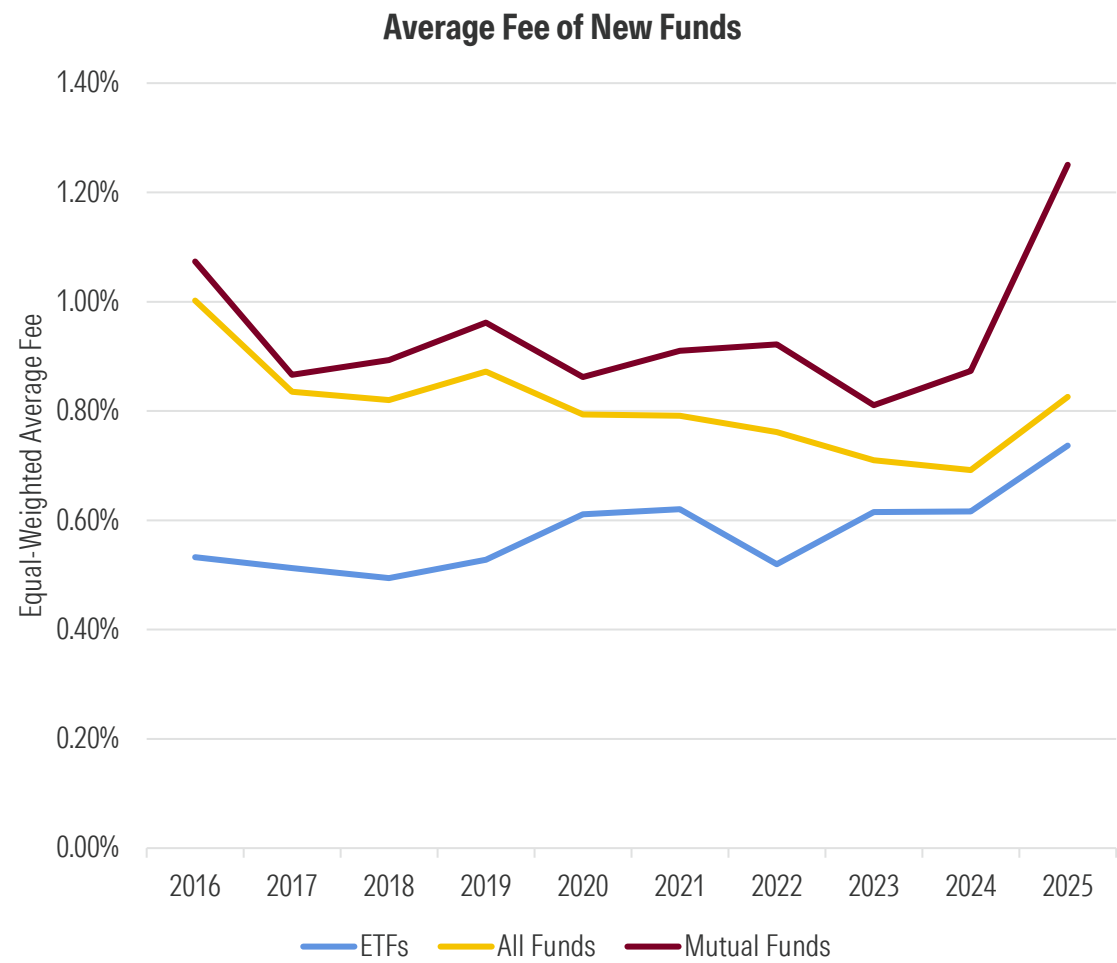
Active ETFs Are Making Inroads...



...As The Menu Expands



Not Your Mother's ETF Market





ETFs' Next Act

