

Sector business cycle analysis

Insights
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There are different investment approaches to identify sector winners and losers, such as price momentum strategies, top-down approaches based on specific macroeconomic indicators and bottom-up approaches to identify sectors with improving fundamentals. One widely used approach is business cycle analysis. Since economic cycles usually exhibit characteristics that impact sectors or industries differently, investors may identify sectors that are favored by the current economic phase.

A standalone business cycle-based sector rotation is difficult to implement, as differences exist in economic conditions of each cycle over time and transformative technology continues to alter business model and economic impact. However, understanding cycle dependency on sectors is important to sector portfolio construction, particularly for a top-down approach.

To make a quantitative and systematic assessment of how different sectors performed through various business cycles, we used the Conference Board Leading Economic Indicator Index (LEI) to segregate business cycles and evaluated sector performance over multiple business cycles between 1960 and 2025. This provided a good sample size to evaluate sector performance consistency for different cycles.

Understanding and defining business cycles

The concept of a business cycle was first introduced by Wesley C. Mitchell and Arthur F. Burns. They took the indicator approach that uses cyclical economic indicators to explore patterns of economic fluctuations.

“Business cycles are a type of fluctuation found in the aggregate economic activity of nations that organize their work mainly in business enterprises: a cycle consists of expansions occurring at about the same time in many economic activities, followed by similarly general recessions, contractions and revivals which merge into the expansion phase of the next cycle.”

—Wesley C. Mitchell and Arthur F. Burns¹

First published by the US Department of Commerce as part of the Business Cycle Indicators program in the late 1960s, the Conference Board’s LEI Index follows this approach by aggregating 10 economic indicators (see Appendix II)—ranging from employment, business orders and financial conditions to consumer expectations—to summarize common turning-point patterns in economic data. The indicators included in the composite index have survived a wide variety of statistical and economic tests, such as consistency, economic significance, statistical adequacy, smoothness and promptness.

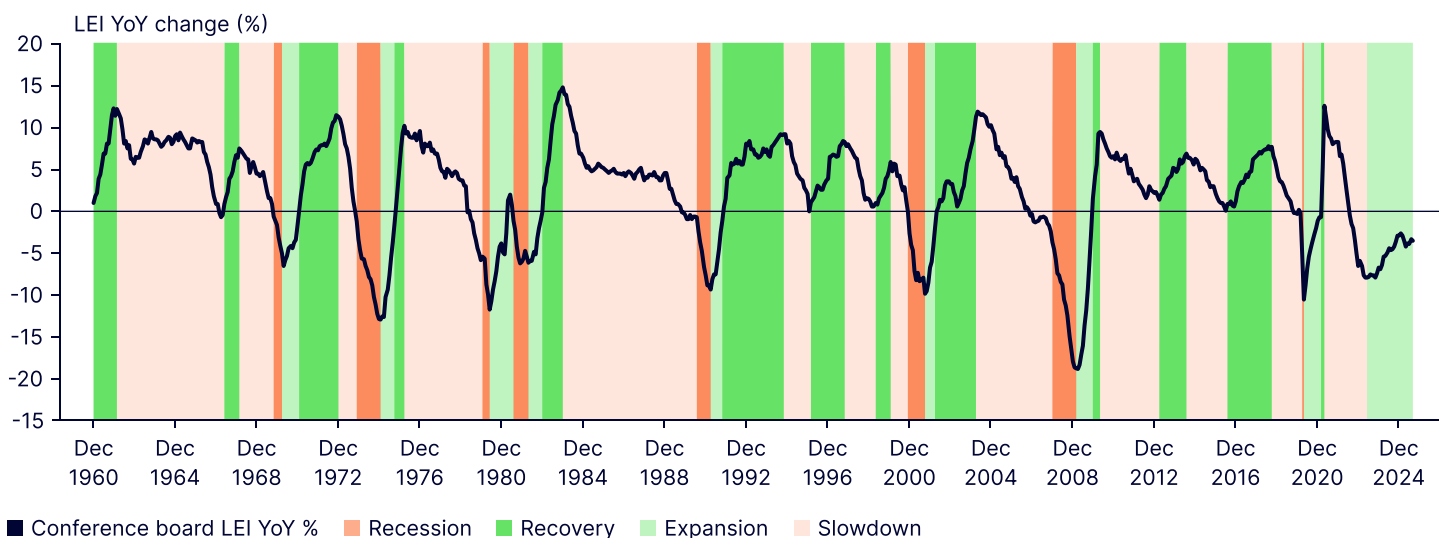
Most of the research on business cycles defines only recession and expansion through identifying peak and trough. However, we believe there are nuances in different stages between a peak and trough. Therefore, we divided the business cycle based on the direction and magnitude of changes of the Conference Board LEI Index.

- **Recession:** The LEI Index declines to a trough at an accelerating pace²
- **Recovery:** The LEI Index rebounds from a trough but below long-term trends
- **Expansion:** The LEI Index YoY changes are positive and above long-term trends

- **Slowdown:** The LEI Index YoY changes pass the peak and begin moderating

Figure 1 shows the delineation between these parts of the cycle.

Figure 1: Business cycles since 1960



Source: Bloomberg Finance, L.P., Americas ETF Research, as of August 31, 2025.

Four stages of the business cycle

Recession: During a recession, economic activities fall significantly across the board, with declining economic outputs and aggregate demand from both consumers and businesses. It features increasing unemployment, low consumer confidence and contractionary domestic production. Monetary policy attempts to increase aggregate demand by lowering interest rates and increasing the money supply.

Recovery: During a recovery, the economy rebounds sharply from the bottom, but below trend. GDP growth and aggregate demand accelerate. Consumers become more positive about economic growth, start taking advantage of the low interest rates and increase their discretionary spending, while businesses stop cutting back on commercial activities.

Expansion: Economic growth reaches the cycle peak. Amid rosy economic prospects and increasing corporate profits, companies begin to allocate capital to expand business and improve productivity to meet increasing demand. Interest rates start rising from their relatively low levels.

Slowdown: Capacity utilization usually reaches cycle peaks and economic output gaps turn positive, meaning the economy is running beyond full capacity. Limited capacity constrains economic growth from accelerating further, leading to positive but decelerating growth. Monetary policy becomes more restrictive to steer the economy away from overheating.

Evaluating sector performance over multiple business cycles

Although Global Industry Classification Standard (GICS) sector classification has become widely recognized and tracked by market participants, its performance history is limited, going back to only 1995 and covering only three recessions. To get a comprehensive account of sector performance over multiple business cycles, we leverage the performance data of Kenneth French 49 SIC-based (Standard Industrial Classification) industry portfolios based on the latest GICS sector definitions by equally weighting underlying industry portfolios. We then link it with live S&P 1500 GICS sector returns to create a longer sector performance history that covers eight recessions, nine recoveries, 13 expansions, and 13 slowdowns.³ Appendix I lists the GICS sectors assigned for the 49 SIC-based industry portfolios.

Communication Services—previously known as Telecommunication Services—went through a major sector restructure in September 2018 by including some prominent companies previously classified under Consumer Discretionary and Technology sectors. Due to the significant change and limited live performance history of Communication Services, we used weighted returns of Telecom, Technology, and Consumer Discretionary to represent the Communication Services sector from 1960 to 2018 when the new sector live performance became available.⁴ This is aimed to make historical performance of Communication Services more aligned with the new sector definition.

In order to fully evaluate sector performance over business cycles, we assess how well the sector performed and how consistent the performance is in each type of cycle by using the following six metrics:

- 1 Average monthly sector return
- 2 Average monthly sector excess return over the broad market⁵
- 3 Average return of the sector over each business cycle⁶
- 4 Average excess return of the sector over each business cycle
- 5 Percentage of months when the sector outperformed the broader market
- 6 Percentage of cycles when the sector outperformed the broader market

Our findings on sector performance during different phases follow:

Recession

During a recession, as shown in Figure 2, noncyclical sectors, like **Consumer Staples**, **Utilities**, and **Health Care**, performed well, as their business ties to nondiscretionary spending are less sensitive to economic fluctuations. They outperformed the broader market by an average of more than 7% during seven of eight recession periods. **Real Estate** and **Technology** are among the worst-performing sectors across all the metrics. As their business ties to highly discretionary spending from both consumers and businesses, these sectors tend to be the first to experience spending cuts during periods of diminishing income and business activities.

Figure 2: Recession

	Average monthly return (%)	Average monthly excess return (%)	Average period return (%)	Average period excess return (%)	Hit rate (% of months outperforming the market)	Hit rate (% of periods outperforming the market)	Aggregated z-score
Comm. Services	-2.2	-0.6	-16.4	-5.0	41	38	-4.5
Consumer Disc.	-1.5	0.0	-12.0	-0.6	49	38	-0.9
Consumer Staples	-0.1	1.4	-0.1	11.3	66	88	9.4
Energy	-0.7	0.9	-8.0	3.4	55	63	3.7
Financials	-2.1	-0.6	-14.0	-2.6	51	38	-2.7
Health Care	-0.5	1.1	-2.3	9.1	62	88	7.5
Industrials	-2.1	-0.5	-15.8	-4.4	40	13	-5.2
Materials	-1.3	0.2	-10.0	1.4	47	38	-0.2
Real Estate	-2.8	-1.3	-18.9	-7.5	41	13	-7.7
Tech	-2.4	-0.9	-17.9	-6.4	40	38	-5.7
Utilities	-0.6	1.0	-4.2	7.3	59	88	6.4

Source: Kenneth French Data Library, Americas ETF Research, as of August 31, 2025. The top three sectors are shaded in green. The bottom three are shaded in red.

Figure 3: Recovery

	Average monthly return (%)	Average monthly excess return (%)	Average period return (%)	Average period excess return (%)	Hit rate (% of months outperforming the market)	Hit rate (% of periods outperforming the market)	Aggregated z-score
Comm. Services	2.8	0.5	28.7	5.0	59	67	5.2
Consumer Disc.	2.9	0.6	31.2	7.4	61	78	6.8
Consumer Staples	1.4	-0.9	15.1	-8.7	38	11	-8.4
Energy	1.9	-0.4	20.3	-3.5	45	33	-3.3
Financials	2.5	0.2	26.5	2.7	52	56	2.0
Health Care	1.5	-0.7	17.3	-6.5	37	33	-6.4
Industrials	2.6	0.3	27.6	3.8	57	67	3.9
Materials	2.3	0.1	27.2	3.4	49	67	2.1
Real Estate	2.4	0.1	29.0	5.2	43	44	1.1
Tech	3.0	0.7	30.3	6.6	57	78	6.4
Utilities	1.3	-1.0	12.3	-11.5	42	22	-8.6

Source: Kenneth French Data Library, Americas ETF Research, as of August 31, 2025. The top three sectors are shaded in green. The bottom three are shaded in red.

Recovery

In a recovery phase, improvement in the labor market and consumer confidence leads to increases in discretionary spending on restaurants, travel and durable goods,⁷ benefiting **Consumer Discretionary** sectors. With businesses gaining confidence, enterprise technology spending also recovers, bolstering the growth outlook for the **Technology** sector. Low interest rates and improved risk sentiment provide more tailwinds for Tech stocks by supporting their valuations in a growth-oriented sector. On the other hand, sectors that are favored during the recession—**Consumer Staples**, **Utilities**, and **Health Care**—lose their attraction as the market rebounds and investors embrace more cyclical sectors to capture upturns in the market.

Expansion

The expansion phase features narrow sector dispersion, as economic growth accelerates to its peak and more sectors benefit from the economic boom. Market returns are at their second best during this phase, following behind the recovery phase, but the duration of this phase tends to be longer. During this phase, capacity utilization tends to increase significantly, to its peak, as shown in Figure 5.

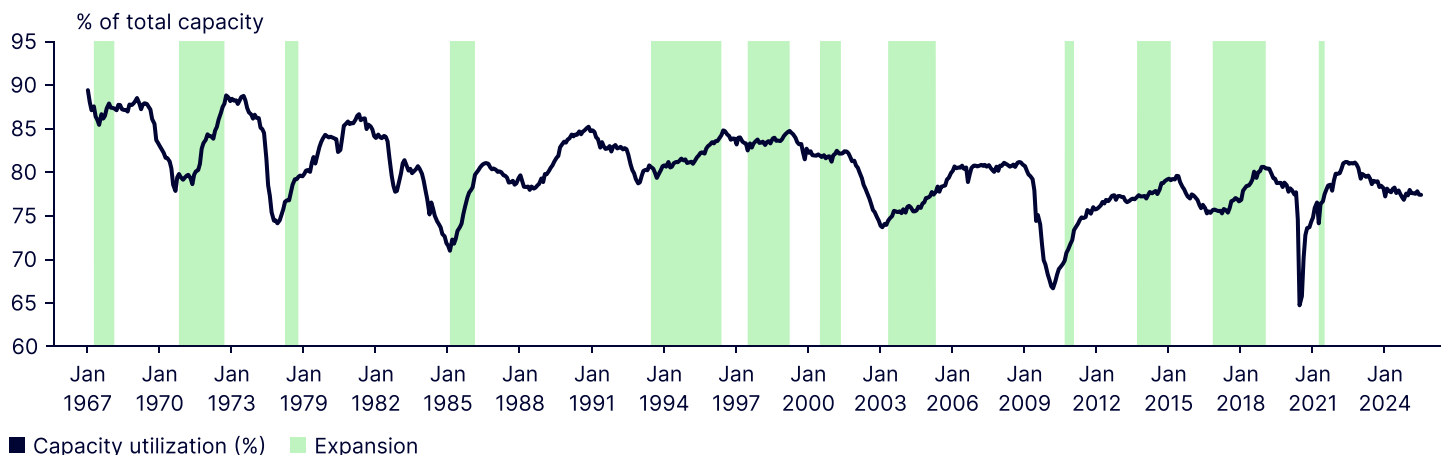
Businesses feel more confident about their growth prospects and start expanding, allocating more capital to improve productivity, such as investing in **Technology**. Interest rates also start moving up from very low levels. Increasing loan volume and higher interest rates tend to benefit **Financials**. **Financials'** outperformance is quite consistent, as they beat the market in 11 out of 13 expansion phases. Noncyclical sectors continue to be out of favor during the economic expansion phase.

Figure 4: Expansion

	Average monthly return (%)	Average monthly excess return (%)	Average period return (%)	Average period excess return (%)	Hit rate (% of months outperforming the market)	Hit rate (% of periods outperforming the market)	Aggregated z-score
Comm. Services	1.7	0.3	17.8	2.6	52	54	4.6
Consumer Disc.	1.5	0.2	17.5	2.4	51	77	4.7
Consumer Staples	0.9	-0.5	9.7	-5.5	43	31	-6.2
Energy	1.0	-0.4	11.8	-3.3	45	31	-4.1
Financials	1.7	0.3	18.1	2.9	58	85	7.4
Health Care	1.0	-0.4	10.2	-4.9	45	23	-5.3
Industrials	1.3	0.0	15.0	-0.2	46	38	-0.3
Materials	1.2	-0.2	13.1	-2.1	43	46	-2.3
Real Estate	1.5	0.2	19.2	4.1	49	62	4.2
Tech	1.8	0.4	20.1	5.0	53	54	6.6
Utilities	0.7	-0.7	8.3	-6.8	41	15	-8.9

Source: Kenneth French Data Library, Americas ETF Research, as of August 31, 2025. The top three sectors are shaded in green. The bottom three are shaded in red.

Figure 5: US capacity utilization during expansion phases



Source: Bloomberg Finance, L.P., Americas ETF Research, as of August 31, 2025.

Figure 6: Slowdown

	Average monthly return (%)	Average monthly excess return (%)	Average period return (%)	Average period excess return (%)	Hit rate (% of months outperforming the market)	Hit rate (% of periods outperforming the market)	Aggregated z-score
Comm. Services	0.8	0.0	7.5	-1.2	48	54	-2.1
Consumer Disc.	0.8	-0.1	5.3	-3.4	49	38	-4.7
Consumer Staples	1.1	0.2	12.1	3.5	53	69	6.7
Energy	1.0	0.0	9.0	0.4	50	46	0.5
Financials	0.8	0.0	9.9	1.2	49	31	-1.6
Health Care	1.3	0.4	14.7	6.0	55	77	10.8
Industrials	1.0	0.1	9.7	1.1	52	62	3.1
Materials	0.8	-0.1	4.5	-4.2	48	38	-5.7
Real Estate	0.6	-0.3	4.1	-4.5	46	31	-9.1
Tech	0.9	0.0	9.3	0.7	48	54	-0.4
Utilities	1.0	0.1	11.0	2.3	50	62	2.8

Source: Kenneth French Data Library, Americas ETF Research, as of August 31, 2025. The top three sectors are shaded in green. The bottom three are shaded in red.

Slowdown

As economic growth decelerates and input costs increase, corporate profitability growth comes under pressure, remaining positive but slowing down. Given capacity and efficiency constraints, companies spend more on capital expenditures to meet demand, but there is usually a lag between the deployment of capex and rising productivity. The overall market return

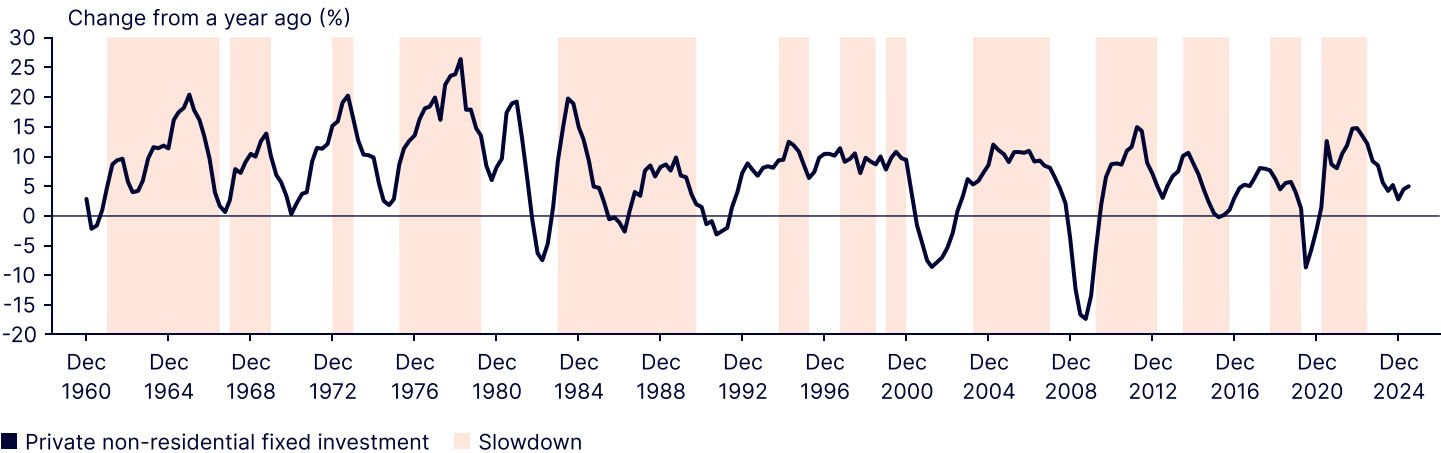
is at its second worst during this phase. Investors start positioning more defensively and reducing their allocation to economically sensitive sectors in anticipation of the next economic downturn. This leads to the outperformance of **Health Care** and **Consumer Staples** and the underperformance of **Consumer Discretionary**, **Materials**, and **Real Estate**. Although **Industrials** also outperformed the broad market for more than half of the slowdown periods, its average

returns are lower than those of defensive sectors. While the sector may benefit from increasing capex spending in the late cycle, the capex boom did not occur consistently when economic growth slowed. During the 1984–1989, 1995, 1997–1999, 2014–2016, and 2019 slowdowns, growth in private non-residential fixed investment decelerated, leading to **Industrials'** underperformance or in line with the broad market during these periods (Figure 7).

Energy and Communication Services

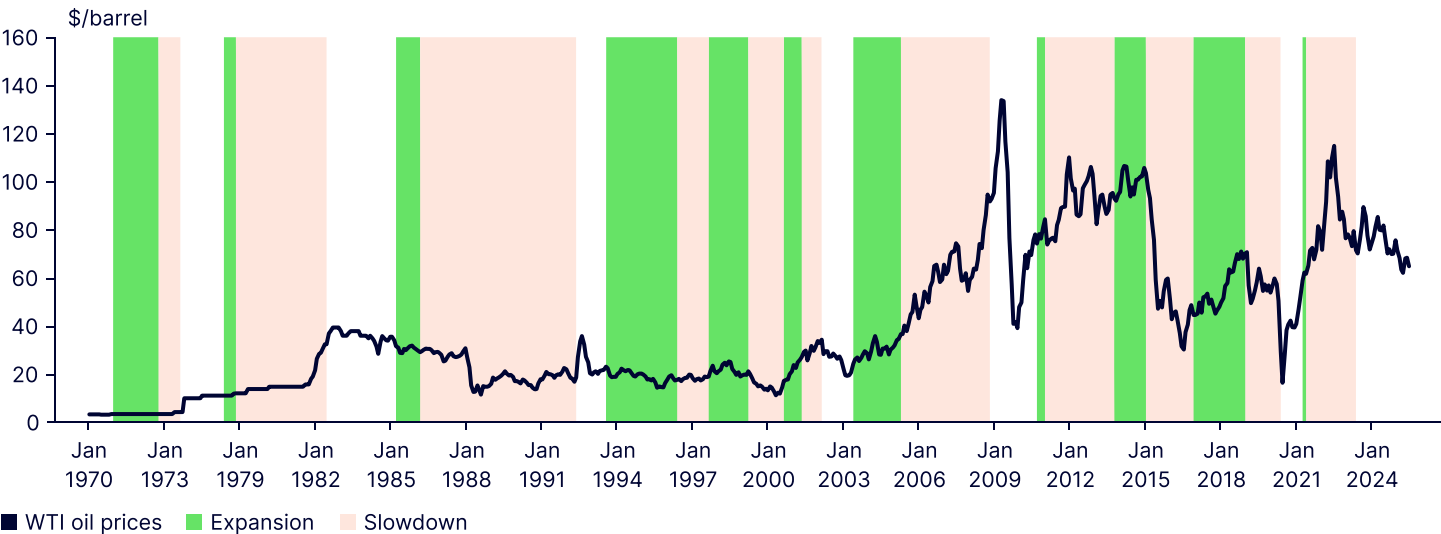
Energy did not make the top/bottom three sectors during any business cycle, indicating it may not be as sensitive to US economic cycles as most people think it is. The sector is commonly expected to perform well during an expansion or late stage of the business cycle as increasing demand for energy driven by economic growth tends to lead to higher energy prices—contributing to sector profitability. However, the boom of energy prices during US economic slowdowns has occurred less frequently since the 1980s (Figure 8).

Figure 7: Private non-residential fixed investment during slowdown phases



Source: Bloomberg Finance, L.P., Americas ETF Research, as of August 31, 2025.

Figure 8: Oil prices during expansion and slowdown



Source: Bloomberg Finance, L.P., Americas ETF Research, as of August 31, 2025.

Energy company profitability is directly tied to oil prices. Given the fungibility of the energy sector outputs and highly integrated global energy market, energy firms' profits are driven more by the oil supply and demand worldwide. Since OPEC member countries produce approximately 35% of the world's crude oil and oil exports represent 50% of the total petroleum traded internationally, OPEC's actions have significant influence on global oil prices,⁸ impacting US energy firms' profits.

Geopolitical tensions can play a big role in energy markets, introducing more idiosyncratic risks to the sector. For example, the oil embargo imposed by Arab producers against the western world in 1973, the Gulf War in the 1990s, and, more recently, the Russia-Ukraine war all impacted oil prices via the supply side. Also, the supply glut in 2015 caused by the adoption of fracking technology and surging US shale oil production in 2018 amid weak demand from China shocked the energy market, weighing down energy stocks while broad US economic growth was still positive.

Communication Services historically was deemed as a defensive sector because it used to primarily consist of telecom companies, which have more defensive characteristics given their stable revenue stream and high dividend yield thanks to inelastic demand for their services. They have historically outperformed in recessions and underperformed in recovery and expansion—contrary to performance trends for the rest of the Communication Services companies that were reclassified from Consumer Discretionary and Technology in 2018.

The sector went through a major GICS restructure in 2018, expanding the legacy Telecommunication Services (Telecom) sector to include certain companies from Consumer Discretionary (e.g., Walt Disney, Netflix) and Tech (e.g., Alphabet, Meta). As a result, Telecom accounts around 10% of the sector and new joiners from Tech and Consumer Discretionary now account 72% and 18%, respectively.⁹

With Consumer Discretionary and Tech companies dominating the sector, Communication Services now exhibits more cyclical characteristics, outperforming during recovery and lagging during recession.

Establishing a sector roadmap for business cycles

We calculate the sector z-scores based on the six metrics to standardize results across all sectors and allow for easy comparison. We then calculate an aggregated score for each sector by equally weighting each metric to identify the top and bottom three sectors for each business cycle. Below are the 11 GICS sectors' aggregated z-scores.

Figure 9: Sector z-scores for business cycles

	Recession	Recovery	Expansion	Slowdown
Comm. services	-4.5	5.2	4.6	-2.1
Consumer disc.	-0.9	6.8	4.7	-4.7
Consumer staples	9.4	-8.4	-6.2	6.7
Energy	3.7	-3.3	-4.1	0.5
Financials	-2.7	2.0	7.4	-1.6
Health care	7.5	-6.4	-5.3	10.8
Industrials	-5.2	3.9	-0.3	3.1
Materials	-0.2	2.1	-2.3	-5.7
Real estate	-7.7	1.1	4.2	-9.1
Tech	-5.7	6.4	6.6	-0.4
Utilities	6.4	-8.6	-8.9	2.8

Source: Americas ETF Research, as of August 31, 2025. The top three sectors are shaded in green. The bottom three are shaded in red.

Based on the z-scores above, we created the sector road map (Figure 10) to show sector positioning in different parts of the business cycle.

The sector business cycle analysis (Figure 10) provides a general view on how sectors perform during different parts of the economic cycle. Unique characteristics and the idiosyncratic nature of each cycle warrants individual analysis on a case-by-case basis. Furthermore, secular industry trends and/or technological shifts that are less influenced by cyclical economic development may exist throughout multiple cycles and shape sector growth trajectories.

Figure 10: A sector roadmap for business cycles



Source: Americas ETF Research, as of August 31, 2025. ++/-- indicates the most/least favorable sectors. +/- indicates favorable/unfavorable sectors. **For illustrative purposes only.**

Appendix 1: SIC sector and GICS sector mapping

SIC sector	GICS sector	SIC sector	GICS sector
Agriculture	Cons. Staples	Precious Metals	Materials
Food Products	Cons. Staples	Non - Metallic & Industrial Metal Mining	Materials
Candy & Soda	Cons. Staples	Coal	Energy
Beer & Liquor	Cons. Staples	Petroleum & Natural Gas	Energy
Tobacco Products	Cons. Staples	Utilities	Utilities
Recreation	Cons. Disc.	Communication	Comm.
Entertainment	Cons. Disc.	Personal Services	Cons. Disc.
Printing & Pub.	Comm.	Business Services	Industrials
Consumer Goods	Cons. Disc.	Computers	Tech.
Apparel	Cons. Disc.	Computer Software	Tech.
Healthcare	Health Care	Electronic Equipment	Tech.
Medical Equipment	Health Care	Measuring & Control Equipment	Industrials
Pharmaceutical Products	Health Care	Business Supplies	Industrials
Chemicals	Materials	Shipping Containers	Materials
Rubber & Plastic Products	Materials	Transportation	Industrials
Textiles	Cons. Disc.	Wholesale	—
Constr. Materials	Materials	Retail	Cons. Disc.
Construction	Industrials	Restaurants, Hotels, Motels	Cons. Disc.
Electrical Equip.	Industrials	Banking	Financials
Automobiles & Trucks	Cons. Disc.	Insurance	Financials
Aircraft	Industrials	Real Estate	Real Estate
Shipbuilding, Railroad Equip.	Industrials	Trading	Financials
Defense	Industrials	Steel Works	Materials

Source: Americas ETF Research, Kenneth French Data Library, as of September 30, 2025. SIC-code 'Other' includes residual sub-industries not classified elsewhere and was not included in this analysis.

Appendix 2: Ten economic indicators consisting of the LEI index

- 1 Average weekly hours, manufacturing
- 2 Average weekly initial claims for unemployment insurance
- 3 Manufacturers' new orders, consumer goods and materials
- 4 ISM Index of new orders
- 5 Manufacturers' new orders, nondefense capital goods, excluding aircraft orders
- 6 Building permits, new private housing units
- 7 S&P 500 Index of stock prices
- 8 Leading Credit Index™
- 9 Interest rate spread, 10-year Treasury bonds less federal funds
- 10 Average consumer expectations for business conditions

Source: The Conference Board, as of September 30, 2025.

Endnotes

- 1 Burns and Mitchell, *Measuring Business Cycles*, 1946, p. 21.
- 2 When identifying recessionary periods, we made small adjustments to the beginning month to match with the economic peak identified by the National Bureau of Economic Research. The adjustments make the beginning month of recessions more aligned with the market downturn.
- 3 Live GICS sector returns are based on S&P Composite 1500 Sector indices since the index launch date on December 31, 1994, with the exception of Real Estate and Communication Services sectors. Real Estate index was launched on September 16, 2016. Communication Services was restructured in September 2018.
- 4 FactSet, Americas ETF Research. The weight of Telecom, Technology and Consumer Discretionary are 10%, 72% and 18% respectively. The weights are based on the current composition of Communication Services exposure to previously defined Tech and Consumer Discretionary names.
- 5 The broad market performance is represented by the value-weight return of all CRSP firms incorporated in the US and listed on the NYSE, AMEX or NASDAQ.
- 6 Annualized return for the periods > 1 year, cumulative return for periods < 1 year.
- 7 How does consumer spending change during boom, recession, and recovery? *Beyond the Numbers*, June 2014, Vol. 3/No. 15, US Bureau of Labor Statistics.
- 8 EIA, What drives crude oil prices: Supply OPEC, as of September 30, 2025.
- 9 FactSet, Americas ETF Research, as of December 31, 2024.

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Glossary

Conference Board Leading Economic Indicator Index (LEI): A composite of 10 economic components that are analyzed monthly to help foresee changes in the overall economy. The LEI components are: average weekly hours of manufacturing workers; average initial jobless claims; new manufacturer orders for goods and materials; speed of delivery of new goods to vendors; new orders of capital goods not related to defense; new residential building permits; changes to the S&P 500 Index; changes in inflation-adjusted money supply; the difference between long and short interest rates; and consumer sentiment. The data series is compiled by the Conference Board, a private, non-profit business research group.

Leading Credit Index™: An index which consists of six financial indicators: 2-years Swap Spread (real time), LIBOR < 3 month Treasury-Bill yield spread (real time), Debit balances at margin account at broker dealer (monthly), AAll Investors Sentiment Bullish (%) less Bearish (%) (weekly), Senior Loan Officers C&I loan survey — Bank tightening Credit to Large and Medium Firms (quarterly), and Security Repurchases (quarterly) from the Total Finance-Liabilities section of Federal Reserve's flow of fund report. Because of these financial indicators' forward looking content, LCI leads economic activities.

Global Industry Classification Standard (GICS): A financial-industry guide for classifying industries that is used by investors around the world. The GICS structure consists of 11 sectors, 25 industry groups, 74 industries and 163 sub-industries, and Standard & Poor's (S&P) has categorized all major public companies into the GICS framework.

S&P Composite 1500 Index: The S&P Composite 1500 consists of those stocks included in the S&P 500 Index, the S&P MidCap 400 Index, and the S&P SmallCap 600 Index. Each underlying index includes companies having common stock listed on the NYSE, NASDAQ, or Cboe. The S&P Composite 1500 index components and their weightings are determined by S&P Dow Jones Indices.

ISM Index: is based on surveys of more than 300 manufacturing firms by the Institute for Supply Management (ISM). The ISM Manufacturing Index monitors employment, production, inventories, new orders and supplier deliveries.

S&P Goldman Sachs Commodity Index, or S&P GSCI (Underlies GSG): A production-weighted index launched in 1991 that tracks the performance of 24 commodity futures

contracts. The index tilts to commodities that are more heavily produced globally, so its weights more heavily to crude oil than, say, to cocoa.

S&P GSCI Energy Spot Index: A benchmark that seeks to track investment performance in the energy commodity market.

S&P GSCI Industrial Metals Spot Index: A benchmark that seeks to track investment performance in the industrial metals market.

S&P Composite 1500® Metals & Mining Index: The S&P Composite 1500 Metals & Mining Index comprises those companies included in the S&P Composite 1500® that are classified as members of the GICS® Metals & Mining industry.

Standard Industrial Classification (SIC): A system designed to categorize US companies by industry.

Important risk information

Investing involves risk including the risk of loss of principal.

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