William Blair

Investment Management
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3 Reasons to Consider Active ETFs

While exchange-traded funds (ETFs) can serve many different portfolio objectives, their popularity is driven in part by several structural advantages, including liquidity, transparency, and tax efficiency. Understanding these features can help investors evaluate how ETFs may fit within a broader investment portfolio.

Flexible Liquidity

- ETFs offer multiple layers of liquidity—both on-exchange and through the underlying securities—providing flexibility across market environments.
- Because ETF shares can be bought and sold throughout the trading day, investors can typically enter or exit positions quickly and at market prices.
- In addition, the ETF structure allows new shares to be created or redeemed as demand changes, helping support trading activity even when investor interest increases.
- Together, these features can make ETFs a flexible and efficient way to access a wide range of markets and investment strategies.

Visibility in Motion

- Most ETFs provide regular disclosure of their underlying holdings, enabling investors to see what they own and better understand portfolio exposures. This visibility can make it easier to evaluate risk, monitor sector and geographic allocations, and ensure investments remain aligned with portfolio objectives.
- In addition, ETFs trade intraday, allowing investors to implement views with timing and control.
- Together, portfolio transparency and intraday trading can help investors make more informed decisions and manage portfolios with greater confidence.

Built for Tax Efficiency

- Taxes can be one of the largest drags on long-term investment performance—and while investors cannot avoid taxes entirely, the structure of an ETF can potentially improve after-tax outcomes.
- ETFs are designed to minimize the need to sell securities when investors buy or redeem shares. Through a unique creation and redemption process, ETFs can often transfer securities in-kind rather than selling holdings for cash.
- This structural advantage can help reduce taxable capital gains distributions within the fund—so investors are often less likely to receive unexpected capital gains distributions generated by the actions of other shareholders.

Learn More About William Blair's Active ETFs

WINC
William Blair Emerging Income ETF

WBIE
William Blair International Equity ETF

WBEM
William Blair Emerging Markets Equity ETF

Important Disclosures

Please carefully consider the William Blair ETFs' investment objectives, risks, charges, and expenses before investing. This and other information is contained in the prospectus and summary prospectus, which you may obtain by calling 1-800-742-7272. Read the prospectus and summary prospectus carefully before investing. Investing includes the risk of loss.

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Investing involves risks, including the possible loss of principal. ETF shares are bought and sold on an exchange at market prices rather than NAV and may trade at a premium or discount to NAV. Investors may pay more than NAV when buying shares and receive less than NAV when selling shares. Brokerage commissions and other trading costs may reduce returns. Shares of the ETFs are not redeemable with the ETF other than in creation unit aggregations. There can be no assurance that an active trading market for the ETF's shares will develop or be maintained.

Tax-efficient investing does not eliminate taxes. Investors may incur taxes when buying or selling ETF shares, and tax treatment varies based on individual circumstances. Consult a tax professional regarding your specific situation.

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