

As of 3/31/24

FUND FACTS

Ticker	IPAY®
CUSIP	032108656
Inception Date	7/15/2015
Primary Exchange	NYSE ARCA
Number of Holdings	37
Expense Ratio	0.75%

INDEX

Index Name	Nasdaq CTA Global Digital Payments Index
Index Ticker	WALLET
Rebalance	Quarterly
Website	indexes.nasdaqomx.com

MARKET CAPITALIZATION

Large Cap (> \$10B)	69.50%
Mid Cap (\$2B - \$10B)	28.71%
Small Cap (< \$2B)	1.79%

EMBRACE THE ERA OF DIGITAL AND ELECTRONIC PAYMENTS

IPAY® provides access to global companies involved in payments-related products and/or services including card networks, infrastructure & software, processors and solutions. IPAY seeks investment results that generally correspond (before fees and expenses) to the total return performance of the Nasdaq CTA Global Digital Payments Index.

REASONS TO INVEST

- 1 Power of Mobile Transactions:** Capitalizes on the transition taking place from cash/physical credit card payments to a mobile/digital system.
- 2 Streamline Transactions & Effortless Experience:** Benefits from the increasing use of smartphones, e-commerce and the need for hassle-free transacting.
- 3 Mobile Growth Wave:** Global mobile payment market size was valued at \$2.98 trillion in 2023 and is projected to grow from \$3.84 trillion in 2024 to \$27.81 trillion by 2032, at CAGR of 28.1%.¹

TOP 10 HOLDINGS

TICKER	COMPANY	% WT.	TICKER	COMPANY	% WT.
PYPL	PayPal Holdings Inc	6.22%	V	Visa Inc	5.50%
COIN	Coinbase Global Inc	6.05%	SQ	Block Inc	5.31%
FI	Fiserv Inc	5.93%	DFS	Discover Financial Services	4.88%
AXP	American Express Co	5.88%	FIS	Fidelity Nat'l Information Service	4.80%
MA	Mastercard Inc	5.65%	CPAY	Corpay Inc	4.68%

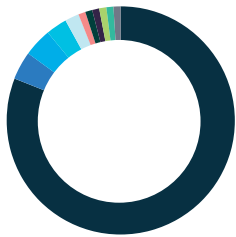
Holdings and allocations are subject to change at any time and should not be considered a recommendation to buy or sell a security.

PERFORMANCE

	CUMULATIVE (%)			ANNUALIZED (%)			
	1 MO.	YTD	SINCE INCEPTION	1 YR.	3 YR.	5 YR.	SINCE INCEPTION
NAV	5.66%	13.12%	113.46%	26.18%	-7.48%	4.20%	9.09%
Closing Price	5.51%	13.45%	113.40%	26.47%	-7.59%	4.18%	9.09%
Nasdaq CTA Global Digital Payments Index	5.74%	11.93%	N/A	32.64%	N/A	N/A	N/A

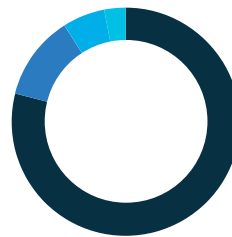
Fund inception date: 07/15/2015. The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted. For performance data current to the most recent month-end visit AmplifyETFs.com/IPAY. Brokerage commissions will reduce returns. A fund's NAV is the sum of all its assets less any liabilities, divided by the number of shares outstanding. The closing price or market price is the most recent price at which the fund was traded. Indexes are unmanaged and it's not possible to invest directly in an index. The Nasdaq CTA Global Digital Payments Index is designed to track the performance of a selection of companies engaged in the global digital payments industry.

COUNTRY ALLOCATION



- United States (80.75%)
- Netherlands (4.31%)
- United Kingdom (4.02%)
- Brazil (3.55%)
- Italy (1.95%)
- France (1.36%)
- Japan (1.31%)
- Puerto Rico (0.93%)
- Canada (0.91%)
- Australia (0.46%)
- Uruguay (0.45%)

THEMATIC ALLOCATION



- Transaction & Payment Processing Services (79%)
- Consumer Finance (12%)
- Financial Exchanges & Data (6%)
- Application Software (3%)

Carefully consider the Fund's investment objectives, risks, charges, and expenses before investing. This and other information can be found in the Fund's statutory and summary prospectuses, which may be obtained at amplifyetfs.com. Read the prospectus carefully before investing.

Prior to 1/29/24, the Amplify Mobile Payments ETF was the ETFMG Prime Mobile Payments ETF that previously tracked the Prime Mobile Payments Index.

Investing involves risk, including the possible loss of principal. Shares of any ETF are bought and sold at market price (not NAV), may trade at a discount or premium to NAV and are not individually redeemed from the Fund. Narrowly focused investments typically exhibit higher volatility. Mobile payment companies face intense competition, both domestically and

internationally, and are subject to increasing regulatory constraints, particularly with respect to fees, competition and anti-trust matters, cybersecurity and privacy. Mobile payment companies may be highly dependent on their ability to enter into agreements with merchants and other third parties to utilize a particular payment method, system, software or service, and such agreements may be subject to increased regulatory scrutiny. Additionally, certain mobile payment companies have recently faced increased costs related to class-action litigation challenging such agreements. Such factors may adversely affect the profitability and value of such companies. The Fund is non-diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies. The Fund's return may not

match or achieve a high degree of correlation with the return of the Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index. Diversification does not guarantee a profit, nor does it protect against a loss in a declining market.

Amplify Investments LLC is the Investment Adviser to the Fund, and Penserra Capital Management LLC serves as the Investment Sub-Adviser. Amplify ETFs are distributed by Foreside Fund Services, LLC.

¹www.fortunebusinessinsights.com/industry-reports/mobile-payment-market-100336. CAGR, compound annual growth rate, calculated based on forecasted period 2024-2032.

Not FDIC Insured | No Bank Guarantee | May Lose Value