Amplify ETFs™

IWIN

Amplify Inflation Fighter ETF

Inflation Alert: Many Investors Have Never Experienced a Fed Tightening Cycle

It may be hard to believe, but until 2022, the Federal Reserve had not embarked on an aggressive tightening campaign for nearly 15 years. Soon after the onset of the Great Recession in 2007, the Fed adopted a zero-interest-rate policy (ZIRP). Except for some cursory rate increases between 2016 and 2019 (that were steadily reversed before the pandemic), ZIRP remained the law of the land until this past March. Now, with inflationary pressures not expected to abate until next year at the earliest, investors may be unsure of how portfolios should be positioned in this market.[1] One strategy is to own companies that may benefit from rising prices.

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[1]CNBC, *"Here's How Soon Prices Could Come Down, According to Experts", June 9, 2022.*

The Perfect Inflation Storm

The COVID-19 pandemic was (and still is) a unique event from a financial perspective. As measured by gross domestic product, the U.S. economy grew by 2.3% in 2019, and while experts predicted the long expansion would eventually slow, no one expected the abrupt reversal we experienced in just five weeks (during February and March 2020).[2] Lockdowns and ongoing lurid headlines kept everyone home, but in hindsight, demand for goods and services continued to build during this time. The explosion in demand, combined with Government stimulus measures, increased household savings, staff shortages, and nagging supply chain problems, ignited the worst inflation since the early 1980s. Year-over-year, prices jumped 8.6% in May, but for some everyday products (like gasoline, food, and used cars), the increase in cost was dramatically higher.[3] As noted earlier, experts agree that it will take a year or more for inflation to subside. What can investors do to maintain (or possibly enhance) the value of their portfolios during this period?

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[2]*U.S. News, "U.S. Economy Finishes 2019 on Strong Fourth Quarter", January 30, 2020.*
[3]*U.S. Bureau of Labor Statistics, "Consumer Prices Up 8.6 Percent Over Year Ended May 2022", June 14, 2022.*

Seeking Out Inflation Winners

Historically, certain sectors will tend to outperform the broader market during periods of rising prices:

Precious Metals and Mining	**Energy**
Consumer Staples	**Utilities and Equity REITs**

Precious metal and energy stocks have traditionally been a safe haven from inflation, with the prices of the underlying assets fueling solid increases in revenues (and profit margins). Demand for consumer staples, by definition, is relatively inelastic, as people need items like laundry detergent, food, and tobacco and will continue to buy them even if prices rise. Utilities are usually government-sponsored monopolies with the ability to pass the majority of their costs through to consumers. Equity REITs own real estate assets and can raise rents as desired or sell the assets during periods of strong demand.

Amplify Inflation Fighter ETF - IWIN

One of Amplify's newest ETF ideas, IWIN offers investors a multi-asset approach to help mitigate against the erosion of company value that traditionally results from inflationary environments. By investing in asset classes that (either directly or indirectly) may benefit from rising prices, the Amplify Inflation Fighter ETF seeks to provide investors with long-term capital appreciation in inflation-adjusted terms.

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Reasons to Invest

Serves as a one-stop inflation hedge – IWIN is designed to provide investors with a diversified and dynamic way to counter inflation's corrosive impact on broad-based portfolios

Uses a multi-asset approach – the ETF is comprised of various stocks and commodities that management believes will benefit (directly or indirectly) from inflation

Is actively managed – allows portfolio management to exploit opportunities across inflation-friendly asset classes, avoid poor performers, and still offer the benefits of an ETF (transparency, flexibility, lower costs, and tax efficiency)

IWIN may invest up to 50% of its net assets in commodity futures, with the rest of its assets comprising stocks and other securities.

Amplify ETFs™

Amplify ETFs – Empowering Investors Through Efficiency, Transparency, and Flexibility

Amplify ETFs deliver expanded investment opportunities for growth, capital preservation, and income-focused investors. The launch of IWIN in February 2022 demonstrates our commitment to being first-to-market with innovative products serving the needs of ETF investors. Given the market expectation for inflation to persist for some time, investors are increasingly investigating the benefits of a portfolio that uses the current environment to its advantage. For more information, please visit **iwinetf.com**.

Carefully consider the Fund's investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in Amplify Funds statutory and summary prospectus, which may be obtained above or by calling 855-267-3837, or by visiting AmplifyETFs.com. Read the prospectus carefully before investing.

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. The Fund is subject to management risk because it is an actively managed. The fund is considered non-diversified and may face more risks than if it were diversified broadly over numerous industries or sectors. The successful use of futures contracts draws upon the adviser's skill and experience and are subject to special risk considerations. The market for bitcoin futures may be less developed, less liquid and more volatile than more established futures markets. The Fund expects to have market exposure to cryptocurrencies such as bitcoin. Commodity prices can have significant volatility, and exposure to commodities can cause the value of a Fund's shares to decline or fluctuate in a rapid and unpredictable manner. Investments linked to the prices of commodities may be considered speculative and may be subject to greater volatility than traditional securities. Convertible securities have characteristics similar to both fixed income and equity securities. The Fund is susceptible to operational, price, and varied other risks associated with breaches in cybersecurity. The Fund is subject to certain risks associated with companies involved in mining. The Fund may invest in Commodity-Linked Instruments, including ETFs and shares of other pooled investment vehicles. The Fund may obtain exposure to bitcoin through the Grayscale Bitcoin Trust, a private investment fund that is not regulated under the 1940 Act. Investments in securities linked to real assets involve significant risks. Investments in REITs are subject to the risks associated with investing in real estate. SPACs have no operating history or ongoing business other than seeking acquisitions.

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

Not FDIC Insured | No Bank Guarantee | May Lose Value