

BATT

Amplify Advanced Battery Metals and Materials ETF

BATT is a professionally managed ETF that seeks to provide exposure to Lithium, Cobalt, Nickel, Manganese and Graphite via publicly-traded stocks. Companies in the portfolio are principally engaged in the business of mining, exploration, production, development, processing or recycling of advanced battery metals and materials.

WHY INVEST IN BATT?

- 1 Expertise:** Professionally selected and managed portfolio of companies involved in advanced battery metals.
- 2 Battery Demand:** We believe the global battery market will experience growing demand due to the growth of robotics, electric vehicles, artificial intelligence, smart devices and clean energy technology.
- 3 Access** to this theme in the convenience and transparency of the ETF structure.

THE CASE FOR BATTERY METALS

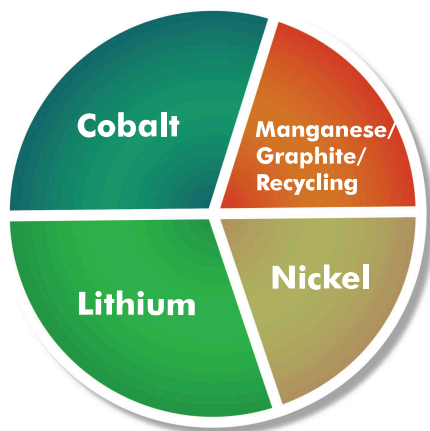
Growing global demand for lithium-ion batteries to power consumer devices, electric vehicles, and grid storage, coupled with constrained supply and capacity has created favorable conditions for battery metal and mining companies. This growth trend creates potential for investment in the underlying elements contained in lithium-ion batteries and other advanced battery technology such as: Lithium, Cobalt, Nickel, Graphite, Manganese, and for battery recycling.

PORTFOLIO MANAGEMENT PROCESS

BATT is managed by the Fund's sub-advisers, Toroso Investments, LLC and Exponential ETFs.

Identify

Eligible securities sorted into one of four groups generally based upon their exposure to advanced battery materials



Manage

Securities within each group are initially equally-weighted, and may be adjusted based on the following factors:



BATT will invest at least 80% of its net assets in the securities of companies who (i) derive 50% or more of their revenue from the mining, exploration, production, development, processing or recycling of Advanced Battery Materials; or (ii) are in the top five and have at least 10% of global market share of any Advanced Battery Material, with Advanced Battery Materials as a primary source of revenue or net income for such company.

BATT

FUND FACTS

Ticker: BATT
CUSIP: 032108805
Intraday NAV: BATT.IV
Inception Date: 6/6/18
Exchange: NYSE Arca
Number of Holdings*: 44

* as of 9/30/18

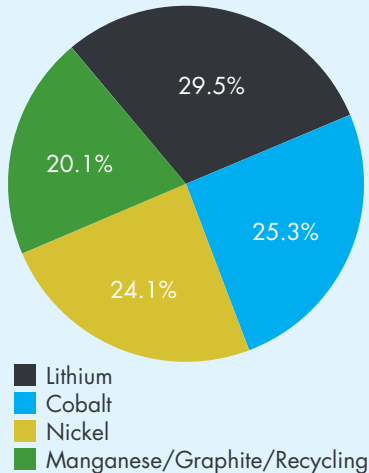
FEES & EXPENSES

Gross Expense Ratio: 0.92%
- Fee Waiver: 0.20%¹
= Net Expense Ratio: 0.72%



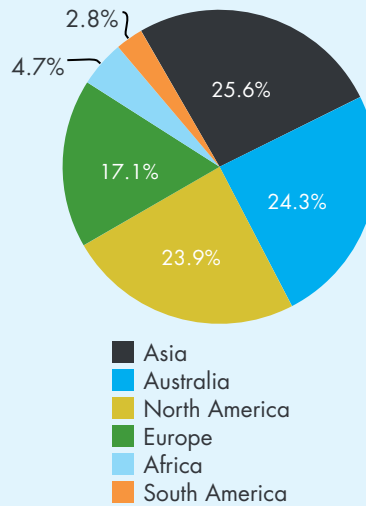
Metal Weightings

DATA AS OF 9/30/18



Regional Weightings

DATA AS OF 9/30/18



MARKET CAPITALIZATION

Large Cap (> \$10B): 24.8%
 Mid Cap (\$2B - \$10B): 28.9%
 Small Cap (< \$2B): 45.3%

TOP 10 EQUITY HOLDINGS

STRATEGY DATA AS OF 9/30/18

TICKER	COMPANY	% WEIGHT
MNOD LI	MMC NORILSK NICKEL	3.80
S32 AU	SOUTH32 LTD	3.70
LUN CN	LUNDIN MINING CORP	3.49
AMG NA	AMG ADVANCED METAL	3.22
UMI BB	UMICORE	3.20
GLEN LN	GLENCORE PLC	3.18
5713 JP	SUMITOMO METAL MNG	3.02
INCO IJ	VALE INDONESIA TBK	3.02
JMAT LN	JOHNSON MATTHEY	2.99
3993 HK	CHINA MOLYBDENUM C	2.98

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

QUESTIONS? Visit AmplifyETFs.com/BATT

for information on the Amplify Advanced Battery Metals and Materials ETF (BATT).

ONLINE: AmplifyETFs.com

EMAIL: info@AmplifyETFs.com

PHONE: 855-267-3837 (855-AMP-ETFs)



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. The Fund is subject to management risk because it is actively managed. 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. A portfolio concentrated in a single industry, such as advance battery metals and materials, makes it vulnerable to factors affecting the companies. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. The Fund has become more susceptible to potential operational risks through breaches in cyber security. The Fund will invest in securities that are issued by and/or have exposure to, companies primarily involved in the metals and mining industry. Investments in metals and mining companies may be speculative and subject to greater price volatility than investments in other types of companies. The exploration and development of metals involves significant financial risks over a significant period of time, which even a combination of careful evaluation, experience and knowledge may not eliminate. Rare earth metals have more specialized uses and are often more difficult to extract. The increased demand for these metals has strained supply, which could adversely affect the companies in the Fund's portfolio. Some of the companies in which the Fund will invest are engaged in other lines of business unrelated to the mining, refining and/or manufacturing of metals and these lines of business could adversely affect their operating results. The Fund's assets will be concentrated in the materials sector, which means the Fund will be more affected by the performance of the materials sector than a fund that is more diversified. The Fund currently has fewer assets than larger funds, and like other relatively new funds, large inflows and outflows may impact the Fund's market exposure for limited periods of time. The Fund will invest in the securities of non-U.S. companies. Investments in emerging market issuers are subject to a greater risk of loss than investments in issuers located or operating in more developed markets. The mining, refining and/or manufacturing of metals may be significantly affected by regulatory action and changes in governments. Small and/or mid-capitalization companies may be more vulnerable to adverse general market or economic developments.

Amplify Investments LLC is the Investment Adviser to the Fund, and Toroso Investments, LLC and Exponential ETFs serve as the Investment Sub-Adviser.

Amplify ETFs are distributed by Quasar Distributors LLC

¹ Pursuant to a contractual agreement, the Fund's investment adviser has agreed to waive management fees of 0.20% of average daily net assets until May 23, 2019.