

BATT

BATTERY METALS INVESTMENT CASE

Amplify Advanced Battery Metals and Materials ETF

WHY BATTERY METALS AND MATERIALS?

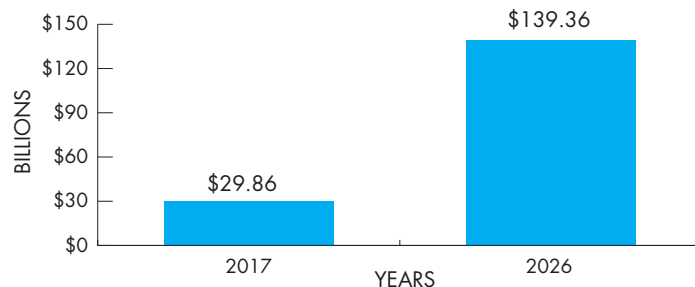
Advanced batteries have helped charge an energy revolution. From small battery components for portable electronics to a growing number of battery-powered electric vehicles (EVs) and even large grid-scale energy storage solutions, the increased penetration of battery applications is increasingly evident on a global scale.

This energy revolution has created attractive investment opportunities across the entire supply chain, but most notably amongst the raw materials used in lithium-ion battery production and the companies who produce these commodities, which are collectively known as advanced battery metals and materials and include **LITHIUM, COBALT, NICKEL, MANGANESE, GRAPHITE** and others.

INVESTMENT CASE FOR COMPANIES ENGAGED IN ADVANCED BATTERY MATERIALS

1 GROWING GLOBAL OPPORTUNITY

According to Orbis Research, the global Lithium-ion battery market, which accounted for \$29.86 billion in 2017, is expected to reach \$139.36 billion by 2026, growing at a compound annual growth rate (CAGR) of 18.7%.¹



¹Orbis Research. (2018, April 11). <https://www.reuters.com/brandfeatures/venture-capital/article?id=32694>

18.7%

estimated CAGR of lithium-ion battery market by 2026

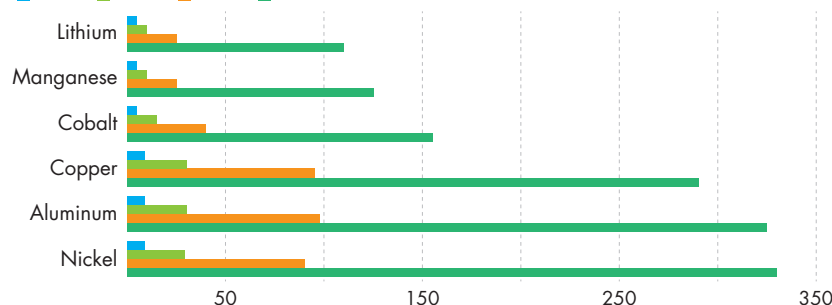
2 MULTIPLE DRIVERS OF DEMAND

The global battery market is forecast to have healthy demand due to the growth of robotics, electric vehicles, artificial intelligence, smart devices and clean energy technology. Here is an illustration of anticipated battery metal demand in electric vehicles (EVs).²

Surging Demand

Projections for key metals in EV batteries (thousand metric tons)

■ 2016 ■ 2020 ■ 2025 ■ 2030



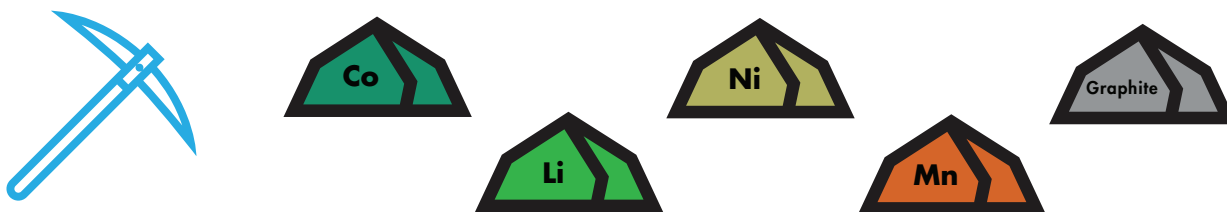
²Source: Bloomberg New Energy Finance



3

CONSTRAINED SUPPLY

The battery metals and materials supply chain is tightly held, limited by availability of natural resources, concentrated in less developed countries, and faces significant time delays in ramping production. Given the supply-constrained nature of key commodities required to meet the growing demand for lithium-ion batteries, the fundamental outlook for the underlying advanced battery metals remains robust.

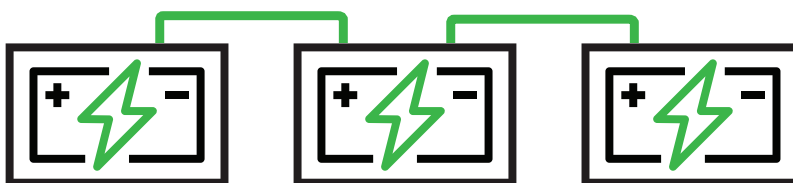


4

BATTERY INNOVATION

Battery production will continue to evolve to achieve advancements including: lower manufacturing costs, improved temperature tolerance, quicker charge rates, longer battery life, enhanced safety, and improved recycling capabilities.

As these improvements are made, large-scale mass-market penetration is increasingly possible. Further, with each evolution in battery chemistry, the composition of advanced battery metals that will be used in each lithium-ion battery will also continue to evolve – creating dynamic investment opportunities across the entire mining sector.



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.

Contact Amplify ETFs to discuss BATT in more detail.

ONLINE: AmplifyETFs.com/BATT

EMAIL: info@AmplifyETFs.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. 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 advanced 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