

EASI seeks investment results that generally correspond to the EASI Tactical Growth Index (the “Index”). The Index uses a rules-based methodology designed to optimize risk-adjusted returns by tactically rotating between exposure to growth stocks (in periods of upward momentum), and fixed-income securities (seeking lower volatility during periods of momentum loss).

Why Invest in EASI?



Access to quality growth companies in one convenient rules-based investment



Seeks to lower volatility by tactically rotating out of equities during periods of market downturns



Automated, unemotional approach to equity investing

FUND FACTS

Ticker: EASI

CUSIP: 032108706

Intraday NAV: EASIIV

Inception Date: 6/14/18

Exchange: NYSE Arca

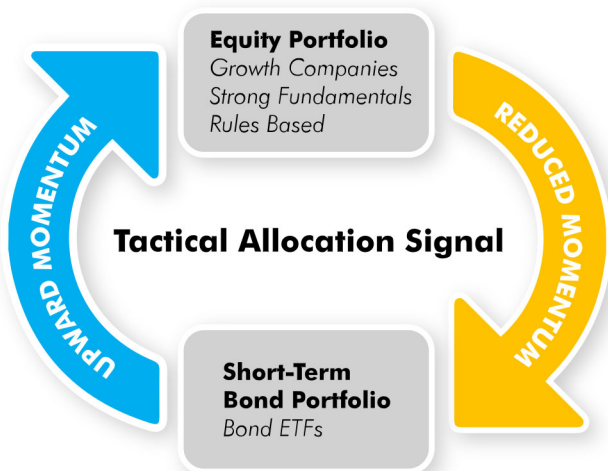
Number of Holdings*: 50

Expense Ratio: 0.75%

*as of 9/30/18

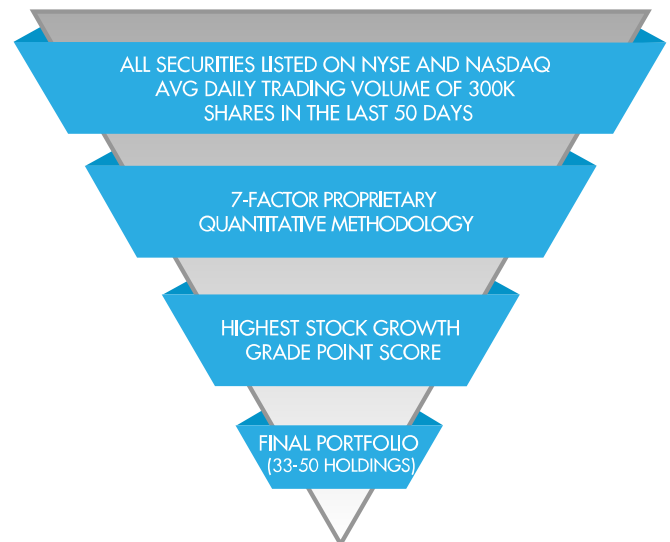
Participate in the Upside, Seek to Lower Volatility on the Downside

EASI has two distinct allocations, depending on market signals: 1) **EQUITY**, or 2) **FIXED INCOME**. The equity allocation is composed of large-cap growth stocks & ETFs, while the fixed income allocation is composed of investment-grade bond ETFs. The determination of which allocation is utilized is called the “Long-Term Tactical Allocation Signal,” which measures the monthly changes in price of the equities and compares their monthly price change to their trailing 12-month average.



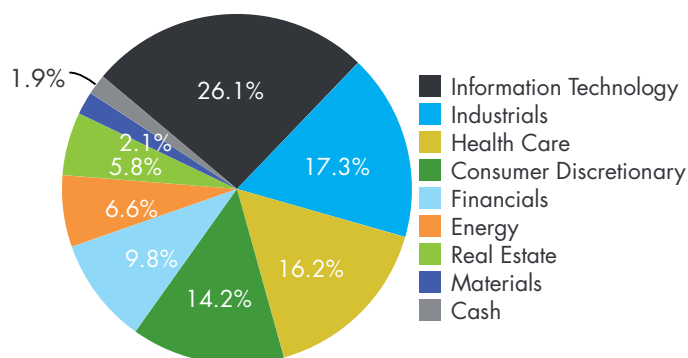
Equity Portfolio Selection

The Portfolio will invest at least 80% of its total assets in the securities that comprise the EASI Growth Index. The Index uses a rules-based methodology designed to optimize risk-adjusted returns by tactically rotating between exposure to growth stocks and short-term bonds. Generally, the holdings will be weighted equally.



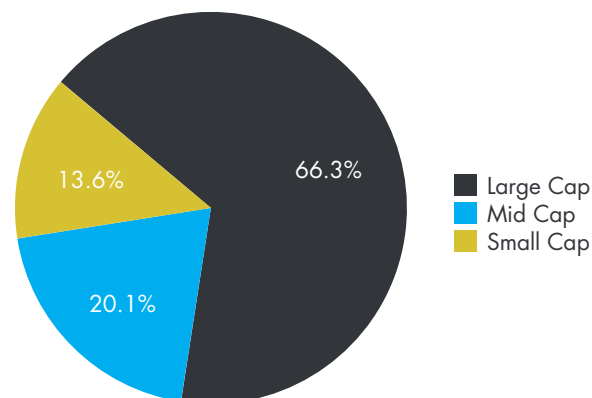
Sector Allocation

(Fund data as of 9/30/18)



Market Cap Allocation

(Fund data as of 9/30/18)



Fund holdings and sector allocations are subject to change at any time and should not be considered recommendations to buy or sell any security.

QUESTIONS? Visit AmplifyETFs.com/EASI for information on the Amplify Tactical Growth ETF (EASI).

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 the Fund's statutory and summary prospectus, which may be obtained above or by calling 855-267-3837, or by visiting AmplifyETFs.com.

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 passively managed, and invests in the securities included in the Index regardless of their investment merit. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. The Fund invests in equity securities. The value of the Shares will fluctuate with changes in the value of these equity securities. The Fund invests in ETFs. The risks of owning an ETF, including lack of liquidity, could result in it being more volatile, and ETFs have management fees that increase their costs. High portfolio turnover (higher than 100%) may cause the Fund to incur additional transaction costs which may affect the Fund's performance. Holders of fixed-income securities will be affected by changes in interest rates, the creditworthiness of the issuer and other factors. An increase in prevailing interest rates typically causes the value of existing debt securities to fall and often has a greater impact on longer-duration debt securities and higher quality debt securities.

The EASI Growth Index is a rules-based index that was created and is maintained by EASI Investments, LLC ("EASI Investments" or the "Index Provider"). The Index uses a methodology designed to optimize risk-adjusted returns by tactically rotating between exposure to growth stocks and fixed-income securities so as to take advantage of the investment returns provided during periods of upward momentum, while seeking lower volatility during periods of momentum loss. EASI Investments is not affiliated with the Fund, Adviser, Sub-Adviser or the Distributor. The Fund is entitled to use the Index pursuant to a sublicensing arrangement with the Adviser, which in turn has a licensing agreement with the Index Provider. It is not possible to directly invest in an index.

Amplify Investments LLC is the Investment Adviser to the Fund, and Penserra Capital Management, LLC serves as the Investment Sub-Adviser.

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