

EQUITY: ALPHA-SEEKING

IBUY

Online
Retail ETF

Online retail companies that derive at least 70% of revenue from online or virtual sales

Index-Tracking

Website: IBUYETF.com

Number of Holdings: 39

Holding Type: Stocks

Rebalance Schedule: Semi-annually

BLOK

Transformational
Data Sharing ETF

At least 80% of the fund's assets invested in companies involved in blockchain technologies

Actively Managed

Website: BLOKETF.com

Number of Holdings: 51

Holding Type: Stocks

BATT

Advanced Battery
Metals &
Materials ETF

Seeks to provide exposure to Lithium, Cobalt, Nickel, Manganese and Graphite via publicly-traded stocks

Actively Managed

Website: BATTETF.com

Number of Holdings: 44

Holding Type: Stocks

CORE: SEEKS LOW VOLATILITY

EASI

Tactical
Growth ETF

Access to growth stocks with a tactical rotation into fixed income during periods of market downturns

Index-Tracking

Website: AmplifyETFs.com/EASI

Number of Holdings: 50

Holding Type: Stocks/ETFs

SWAN

BlackSwan
Growth &
Treasury Core ETF

Seeks equity exposure (S&P 500 LEAP Options), while seeking to buffer against significant losses (U.S. Treasuries)

Index-Tracking

Website: SWANETF.com

Number of Holdings: 8

Rebalance Schedule: Semi-annually

Holding Type:

U.S. Treasuries & S&P 500 LEAP Options

INCOME-FOCUSED

YYY

High Income
ETF

Multi-asset income from bond and equity closed-end funds

Index-Tracking

Website: YieldShares.com

Number of Holdings: 30

Rebalance Schedule: Annually

Holding Type: Closed-End Funds

Distribution Frequency: Monthly

DIVO

Dividend +
Option Income

Two potential sources of income in one ETF: dividends + option income from covered calls

Actively Managed

Website: AmplifyETFs.com/DIVO

Number of Equity Holdings: 25

Holding Type: Stocks & Covered Calls on Individual Stocks

Distribution Frequency: Quarterly

Quarter-end Performance as of 9/30/2018		Cumulative (%)				Average Annualized (%)		
		1 Mo	3 Mo	YTD	Since Inception	1 Yr	5 Yr	Since Inception
IBUY	Fund NAV	-3.93	1.56	27.21	107.78	42.73	N/A	34.79
	Closing Price	-4.06	1.46	27.05	107.76	42.46	N/A	34.79
YYY ¹	Fund NAV	-0.22	2.99	-0.15	55.04	0.27	5.10	7.21
	Closing Price	0.11	3.10	0.12	55.52	0.70	5.04	7.26
DIVO	Fund NAV	1.44	7.16	7.02	29.00	17.56	N/A	15.22
	Closing Price	2.30	7.13	7.36	29.72	18.21	N/A	15.58
BLOK	Fund NAV	-0.71	4.53	N/A	1.41	N/A	N/A	N/A
	Closing Price	-0.64	4.54	N/A	1.30	N/A	N/A	N/A
BATT	Fund NAV	1.34	-11.70	N/A	-22.69	N/A	N/A	N/A
	Closing Price	1.25	-12.02	N/A	-22.80	N/A	N/A	N/A
EASI	Fund NAV	-1.03	8.35	N/A	3.60	N/A	N/A	N/A
	Closing Price	-0.67	8.43	N/A	3.88	N/A	N/A	N/A

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. 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. Brokerage commissions will reduce returns. For performance data current to the most recent month-end please visit AmplifyETFs.com or call 855-267-3837. Short term performance, in particular, is not a good indication of the fund's future performance, and an investment should not be made based solely on returns.

IBUY – inception date: 4/20/16, gross expense ratio: 0.65%. YYY – inception date: 6/21/13, gross expense ratio: 1.72%. DIVO – inception date: 12/14/16, gross expense ratio: 0.95%. BLOK - inception date: 1/17/18, gross expense ratio: 0.90% - fee waiver: 0.20% = net expense ratio: 0.70%*. BATT - inception date: 6/6/18, gross expense ratio: 0.92% - fee waiver: 0.20% = net expense ratio: 0.72%**. EASI - inception date: 6/14/18, gross expense ratio: 0.75%.

¹ The inception date of the YieldShares High Income ETF (YYY) was June 21, 2013. On that date, a previous fund from a Sponsor unrelated to YieldShares was converted into the current fund and investment objective. The previous fund was called the Sustainable North American Oil Sands ETF (SNDS) and had an inception of June 12, 2012 (which is the inception of the performance information above).

For SWAN, the Fund is not a money market fund. Investing in options, including LEAP options, and other instruments with option-type elements may increase the volatility and/or transaction expenses of the Fund. Long-term equity anticipation securities (LEAPS) are publicly traded options contracts with expiration dates that are longer than one year. For EASI, high portfolio turnover (higher than 100%), may cause the Fund to incur additional transaction costs which may affect the Fund's performance. BATT 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 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. Rare earth metals have more specialized uses and are often more difficult to extract. Covered call risk is the risk that the Fund (DIVO) will forgo, during the option's life, the opportunity to profit from increases in the market value of the security covering the call option above the sum of the premium and the strike price of the call, but has retained the risk of loss should the price of the underlying security decline. A portfolio concentrated in a single industry is vulnerable to factors affecting the industry and may face more risks than if it were diversified broadly over numerous industries or sectors. Online retail companies are subject to risks of consumer demand and sensitivity to profit margins. BLOK is subject to management risk because it is actively managed. The Fund will invest at least 80% of the Fund's net assets in equity securities of companies actively involved in the development and utilization of blockchain technologies. Such investments may be subject to the following risks: the technology is new and many of its uses may be untested; theft, loss or destruction; competing platforms and technologies; cybersecurity incidents; developmental risk; lack of liquid markets; possible manipulation of blockchain-based assets; lack of regulation; third party product defects or vulnerabilities; reliance on the Internet; and line of business risk. The investable universe may include companies that partner with or invest in other companies that are engaged in transformational data sharing or companies that participate in blockchain industry consortiums. The Fund will invest in the securities of foreign companies. Securities issued by foreign companies present risks beyond those of securities of U.S. issuers. Blockchain technology may never develop optimized transactional processes that lead to realized economic returns for any company in which the Fund invests.

The S&P 500 Index is a market-capitalization-weighted index of the 500 largest U.S. publicly traded companies by market value.

Index-tracking funds that utilize a sampling approach may experience tracking error to a greater extent than if the Fund had sought to replicate the Index.

*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 January 16, 2019. The net expense ratio is what investors have paid.

**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. The net expense ratio is what investors have paid.

Carefully consider the Funds' 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. For YYY's full or summary prospectus please visit YieldShares.com. Read the prospectus before investing.

Investing involves risk, including the possible loss of principal. An investment in the Funds is not a deposit of a bank and is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other governmental agency. There can be no assurance that the Funds' investment objectives will be achieved. 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. Brokerage commissions will reduce returns.

Diversification does not assure a profit or protect against a loss in a declining market. It is not possible to invest directly in an index.

Amplify ETFs are distributed by Quasar Distributors LLC.

The YieldShares High Income ETF (YYY) is distributed by SEI Investments Distribution Co. (1 Freedom Valley Drive, Oaks, PA 19456), which is not affiliated with Quasar Distributors LLC.

Alpha is a measure of performance on a risk-adjusted basis.