

SWAN

AMPLIFY BLACKSWAN GROWTH & TREASURY CORE ETF

SWAN seeks investment results that correspond to the S-Network BlackSwan Core Total Return Index (the Index). The Index's investment strategy seeks uncapped exposure to the S&P 500, while buffering against the possibility of significant losses. Approximately 90% of SWAN will be invested in U.S. Treasury securities, while approximately 10% will be invested in SPY LEAP Options in the form of in-the-money calls.

WHY INVEST IN SWAN?

- 1 Participation in S&P 500 market returns with a downside buffer
- 2 Seeks uncapped upside exposure to S&P 500 returns
- 3 Low-cost, index-based portfolio

PORTFOLIO COMPOSITION

90%

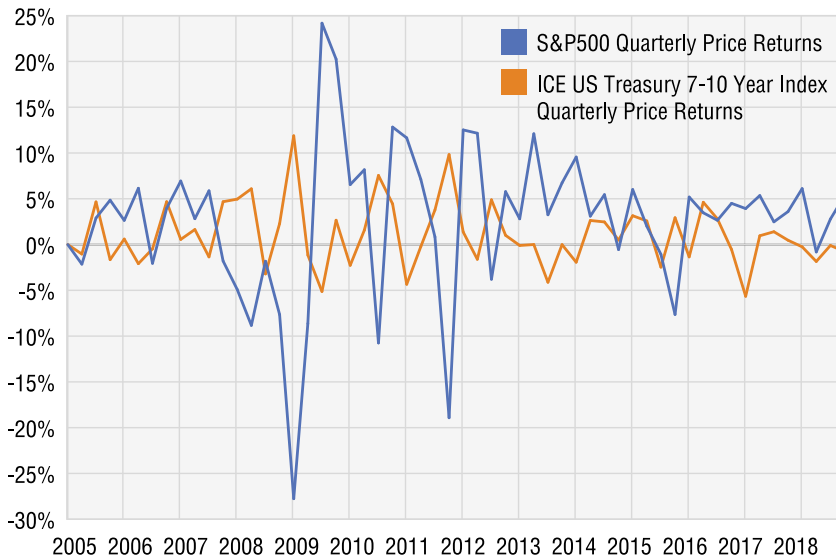
U.S. Treasury Securities
Laddered Treasuries

10%

SPDR S&P 500 ETF Trust (SPY) LEAP Options
In-the-Money Calls

As of 11/6/18. Subject to change, per the prospectus.

The S&P 500 and U.S. Treasuries are often seen having negative correlation with each other.



For Illustrative Purposes Only. Quarterly Returns; source: Bloomberg 1/1/2005 – 9/30/2018

SWAN

FUND FACTS

Ticker: SWAN
CUSIP: 032108888
Intraday NAV: SWANIV
Expense Ratio: 0.49%
Inception Date: 11/6/2018
Exchange: NYSE Arca
Distribution Schedule: Semi-Annual
Number of Holdings*: 8

* as of 11/6/18

INDEX DETAILS

Index Name: S-Network BlackSwan Core Index
Index Ticker: SWANXT
Index Rebalance: Semi-Annual

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

The ICE U.S. Treasury 7-10 Year Bond Index is market value weighted and is designed to measure the performance of U.S. dollar-denominated, fixed rate securities with minimum term to maturity greater than seven years and less than or equal to ten years.



FUND HOLDINGS

DATA AS OF 11/6/18

COMPANY	% WEIGHT
UNITED STATES TREAS BDS 3% 02/15/2048	22.24
UNITED STATES TREAS NTS 2.375% 03/15/2021	16.30
UNITED STATES TREAS NTS 2.5% 03/31/2023	16.27
UNITED STATES TREAS NTS 2.625% 03/31/2025	16.24
UNITED STATES TREAS NTS 2.75% 02/15/2028	16.14
SPDR S&P CLL OPT 12/18 244	5.80
SPDR S&P CLL OPT 6/19 250	4.61
UNITED STATES TREAS NTS 2.25% 03/31/2020	2.21
Cash & Other	0.19

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

PERFORMANCE

	CUMULATIVE (%)				ANNUALIZED (%)	
	1 Mo.	3 Mo.	YTD	Since Inception (11/6/18)	1 Yr.	Since Inception (11/6/18)
Fund NAV	N/A	N/A	N/A	N/A	N/A	N/A
Closing Price	N/A	N/A	N/A	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. 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. For performance data current to the most recent month-end please call 855-267-3837 or visit <http://amplifyetfs.com>.

Shares of the Fund trade based on market prices rather than the Fund's net asset value per share ("NAV"). Consequently, shares of the Fund may trade at a price greater than (premium) or less than (discount) the Fund's NAV. The above chart presents information for the period indicated about how often the most recent market closing price for shares of the Fund reflected a premium or discount to the Fund's NAV for each trading day and the amount of each such premium or discount, expressed as a percentage of that day's NAV.



The Fund is not a money market fund.

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 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's return may not match or achieve a high degree of correlation with the return of the underlying Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index. The use of derivative instruments, such as options contracts, can lead to losses because of adverse movements in the price or value of the underlying asset, index or rate, which may be magnified by certain features of the derivatives. Investing in options, including LEAP Options, and other instruments with option-type elements may increase the volatility and/or transaction expenses of the Fund. An option may expire without value, resulting in a loss of the Fund's initial investment and may be less liquid and more volatile than an investment in the underlying securities. Investments in debt securities typically decrease in value when interest rates rise. This risk is usually greater for longer-term debt securities. The Fund is non-diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund.

Long-term equity anticipation securities (LEAPS) are publicly traded options contracts with expiration dates that are longer than one year.

The S-Network BlackSwan Core Total Return Index (Ticker: SWANXT) holds U.S. Treasury securities and SPY LEAP Options. On each rebalancing date, the Index targets 90% of its index market capitalization in U.S. Treasury securities and 10% targets of its index market capitalization in SPY LEAP Options. The weighting of U.S. Treasury securities is determined by the option reconstitution schedule. The S-Network BlackSwan Core Total Return Index is a trademark of the Index Provider and has been licensed for use for certain purposes by the Adviser. The Index Provider is not affiliated with the Trust, the Adviser, either Sub-Adviser or the Distributor. The Fund is entitled to use the Index pursuant to a sub-licensing agreement with the Adviser. It is not possible to directly invest in an index.

An "in-the-money" call option contract is an option contract with a strike price that is below the current price of the underlying reference asset.

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

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