



AMPLIFY YIELDSHARES SENIOR LOAN AND INCOME ETF

YESR is a portfolio of floating rate senior loan closed-end funds (CEFs), based on the Prime Senior Loan and Income CEF Index scoring and selection criteria, in the following categories: 1) Distribution rate 2) Premium/Discount rate 3) Total expense ratio 4) Liquidity.

THREE REASONS TO INVEST IN YESR

- 1 Income Potential:** YESR seeks income from the underlying CEFs that invest in floating rate senior loans.
- 2 Seeks Lower Interest Rate Volatility:** Due to their floating rate structure, senior loans seek to mitigate the effects of interest rate movements.
- 3 Monthly Distributions:** YESR seeks to pay income on a monthly basis.*

SENIOR LOANS AS A POTENTIAL HEDGE IN RISING RATE ENVIRONMENTS

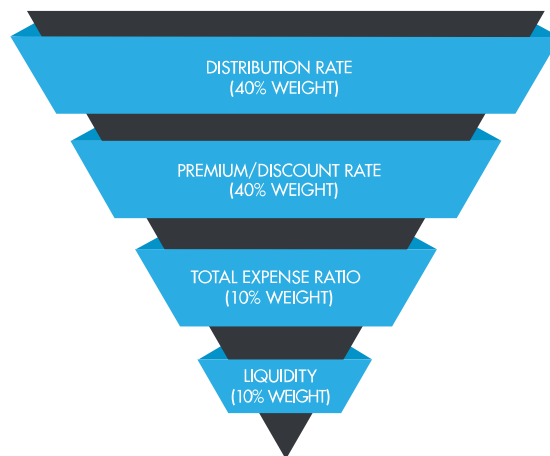
As we enter into a season of rising interest rates, albeit a slow and measured pace, floating rate senior loans seek to mitigate the effects of interest rate movements due to their relatively low duration compared to other fixed income securities.

Return & Risk Characteristics for U.S. High Yield Bonds and U.S. Leveraged Loans (Floating Rate Senior Loans)			
	US HY BONDS	US LEVERAGED LOANS	
2011 October to Present	Annualized Return	6.21%	4.96%
	Annualized Volatility	5.76%	2.69%
	Sharpe Ratio**	1.08	1.84
	Effective Duration**	3.82	0.15
	Spread Duration**	3.87	1.12
	Yield to Maturity**	5.94	7.86

Date range for data: 10/31/2011 – 11/30/2016. Source: MSCI Research. U.S. HY Bonds represented by the Markit iBoxx USD Liquid HY Index, U.S. Leveraged Loans by the Markit iBoxx USD Leveraged Loan Index. All statistics are as of Nov. 30, 2016.

SELECTION METHODOLOGY

YESR seeks to replicate the Prime Senior Loan and Income CEF Index, which is designed to measure the performance of CEFs that invest in floating rate senior loans or other floating rate instruments, pay dividends and are listed in the U.S. Once the CEF Universe is defined, the Index applies the selection factors to the right.



After multiplying each of the rankings by their respective factors, the four factor-weighted ranks are then summed to compute a final score.

YESR

FUND FACTS

Ticker: YESR
 CUSIP: 032108300
 Intraday NAV: YESR.IV
 Distribution schedule: Monthly
 Management Fee: 0.45%
 Acquired Fund Fees: 1.70%
 Total Expense Ratio: 2.15%
 Inception Date: 8/29/17
 (Conversion of PFV ETF)
 Exchange: BATS

INDEX DETAILS

Index Provider: Prime Indexes
 Index Ticker: PFCEF
 Number of Holdings*: 23
 Rebalance Schedule: Annual

* as of 9/30/17



TOP 10 FUND HOLDINGS (DATA AS OF 9/30/17)

TICKER	COMPANY	WEIGHT
ACP	AVENUE INCOME CREDIT STRATEG	7.69%
JQC	NUVEEN CREDIT STRAT INC FD	7.67%
VTA	INVESCO DYNAMIC CREDIT OPP	7.10%
BGX	BLACKSTONE/GSO LONG-SHORT CR	5.77%
PPR	VOYA PRIME RATE TRUST	5.07%
FCT	FIRST TRUST SENIOR FLOATING	4.87%
PHD	PIONEER FLOATING RATE TRUST	4.77%
JRO	NUVEEN FLT RATE INC OPP FD	4.58%
FRA	BLACKROCK FLOAT RT INCOME ST	4.27%
TLI	WESTERN ASSET CORPORATE LOAN	4.25%

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/YESR for information on the Amplify YieldShares Senior Loan and Income ETF (YESR).

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 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. The ETF is new with limited operating history. 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 ETF. Brokerage commissions will reduce returns. You could lose money by investing in the ETF. An investment in the ETF 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 ETF's investment objective will be achieved. The ETF is not actively managed. The ETF invests in securities included in its Index regardless of their investment merit. An ETF concentrated in a single industry or sector presents more risks than a fund that is broadly diversified over several industries or sectors. Because the ETF is non-diversified and can invest a greater portion of its assets in securities of individual issuers than a diversified fund, changes in the market value of a single investment could cause greater fluctuations in Share price than would occur in a diversified fund. An investor will indirectly bear the principal risks and its share of the fees and expenses of the underlying Closed End Funds ("CEFs"). CEFs have a one-time initial public offering. Thus, once their shares are first issued, shares are not continually offered by the CEF, but trade in the open market through a stock exchange. Shares of CEFs tend to trade at a discount from their net asset value and are subject to risks related to factors such as the manager's ability to achieve a fund's objective, market conditions affecting a ETF's investments and use of leverage. The CEFs in which the ETF invests may invest in mid and small capitalization stocks and as a result, the ETF may be exposed to additional risk including limited liquidity and greater price volatility than large-capitalization companies. The senior loans and other debt instruments in which the CEFs invest will have floating rates. Investments in floating rate securities include additional risks that investors should be aware of such as credit risk, interest rate risk, possible illiquidity and default, as well as increased susceptibility to adverse economic developments. Investments in debt securities typically decrease in value when interest rates rise. This risk is usually greater for longer-term debt securities. Investments in lower-rated and non-rated securities present a greater risk of loss to principal and interest than higher-rated securities. Senior loans generally are of below investment-grade or "junk" credit quality, may be unrated at the time of investment. High yield or non-investment grade securities (commonly referred to as "junk bonds") and unrated securities of comparable credit quality are subject to the increased risk of an issuer's inability to meet principal and interest payment obligations and are generally considered to be speculative.

* There is no guarantee the Fund will pay monthly distributions.

** **Sharpe Ratio** is a measure for calculating risk-adjusted return, and this ratio has become the industry standard for such calculations. **Effective Duration** is a duration calculation for bonds that have embedded options. This measure of duration takes into account the fact that expected cash flows will fluctuate as interest rates change. **Spread Duration** is a bond's price sensitivity to spread changes. A floating rate note can have virtually zero duration but meaningful spread duration. **Yield to maturity** is the total return anticipated on a bond if the bond is held until the end of its lifetime. Yield to maturity is considered a long-term bond yield, but is expressed as an annual rate.

The **Markit iBoxx USD Liquid High Yield Index** is designed to reflect the performance of USD denominated high yield corporate debt. The index rules aim to offer a broad coverage of the USD high yield liquid bond universe. It is rebalanced once a month at the month-end and consists of sub-investment grade USD denominated bonds issued by corporate issuers from developed countries and rated by at least one of three rating services: Fitch Ratings, Moody's Investors Service, or Standard & Poor's Rating Services. The **Markit iBoxx USD Liquid Leveraged Loan Index** is a subset of the benchmark Markit iBoxx USD Leveraged Loan Index (USD LLI). The index is designed to track the broader loans market with a smaller subset of index constituents. Proper representation of the liquid loan market is ensured by the minimum size requirements, sophisticated liquidity measures and weighting caps built into the index methodology. Wide range of analytical values and three sub-indices allow for sophisticated performance measurement. It is not possible to invest directly in an index.

The Prime Senior Loan and Income CEF Index is designed to measure the performance of CEFs that invest in floating rate senior loans or other floating rate debt instruments, pay dividends and are listed in the United States.

Past performance does not guarantee future results. Index performance is not indicative of fund performance. Standardized fund performance will be available after 9/30/17 because the fund is new. To obtain fund performance once it is available call 855-267-3837 or visit <http://amplifyetfs.com>.

Amplify Investments LLC serves as the investment adviser and Penserra Capital management LLC serves as sub adviser to the fund. The Index was created and is maintained by Prime Indexes ("Index Provider"). The Index Provider is not affiliated with the Fund, the adviser, or the sub-adviser.

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