

BLOK

AMPLIFY TRANSFORMATIONAL DATA SHARING ETF

BLOK is an actively managed ETF that seeks to provide total return by investing at least 80% of its net assets in the equity securities of companies actively involved in the development and utilization of blockchain technologies.

WHY INVEST IN BLOK?

- 1** **Global equity portfolio** of professionally-selected companies involved in transformational data sharing technology.
- 2** **Convenience and transparency** of the ETF structure.
- 3** **Active management** approach that we believe enables the Fund to remain flexible and identify companies that are best positioned to profit from the developing transformational data sharing technology space.

WHAT IS BLOCKCHAIN TECHNOLOGY?

The “blockchain” is a peer-to-peer shared, distributed ledger that facilitates the process of recording transactions and tracking assets in a business network. Blockchain derives its name from the way it stores transaction data – in blocks that are linked together to form a chain. As the number of transactions grow, so does the blockchain. Blocks record and confirm the time and sequence of transactions, which are then logged into the blockchain, within a discrete network governed by rules agreed on by the network participants. Although initially associated with digital commodities, it can be used to track tangible, intangible and digital assets and companies in all business sectors.

BLOK does not invest directly in blockchain technology, but invests in companies actively involved in the development and utilization of blockchain technology. BLOK is also comprised of companies that are partnering with and/or directly investing in companies that are actively engaged in this technology, as well as companies acting as members of multiple consortiums dedicated to this technology.

PORTFOLIO MANAGEMENT PROCESS

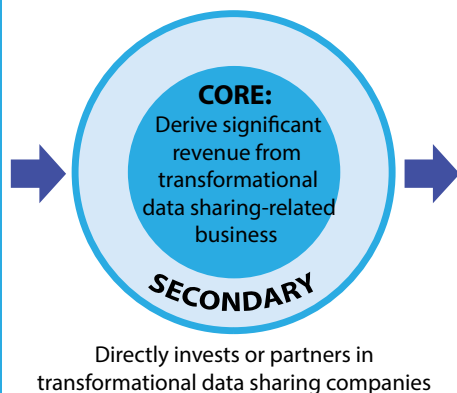
BLOK is managed by Toroso Investments, LLC and Exponential ETFs

IDENTIFY

Publicly-traded companies that are:

- 1)** actively engaged in research & development and/or implementation;
- 2)** profiting from the demand for transformational data sharing applications;
- 3)** partnering with or investing in companies;
- 4)** acting as a member of multiple transformational data sharing consortiums.

CLASSIFY



MANAGE

Managers adjust portfolio based on variables including:
company fundamentals, valuation and news

BLOK

FUND FACTS

Ticker: BLOK
CUSIP: 032108607
Intraday NAV: BLOKIV
Inception Date: 1/17/18
Exchange: NYSE Arca
Number of Holdings*: 50

* as of 3/31/18

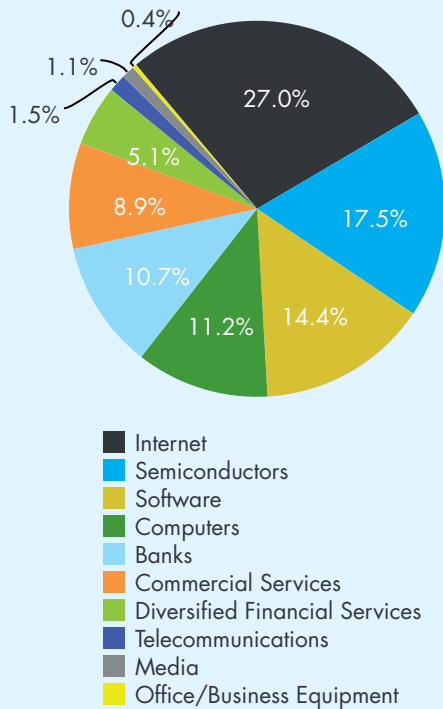
FEES & EXPENSES

Gross Expense Ratio: 0.90%
- Fee Waiver: 0.20%¹
= Net Expense Ratio: 0.70%



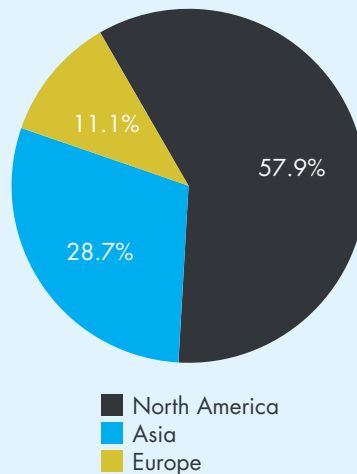
INDUSTRY ALLOCATION

STRATEGY DATA AS OF 3/31/18



REGIONAL ALLOCATION

STRATEGY DATA AS OF 3/31/18



TOP 10 EQUITY HOLDINGS

STRATEGY DATA AS OF 3/31/18

| TICKER | COMPANY | % WEIGHT |
|---------|--------------------------------|----------|
| TSM | TAIWAN SEMICONDUCTOR MFG LTD S | 5.84 |
| 9449 JP | GMO INTERNET INC | 5.80 |
| 4819 JP | DIGITAL GARAGE | 5.78 |
| SQ | SQUARE INC | 5.11 |
| NVDA | NVIDIA CORP | 4.81 |
| IBM | INTERNATIONAL BUSINESS MACHS C | 4.36 |
| 8473 JP | SBI HOLDINGS INC | 4.20 |
| INTC | INTEL CORP | 3.73 |
| RHT | RED HAT INC | 3.67 |
| OSTK | OVERSTOCK COM INC DEL | 3.40 |

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/BLOK

for information on the Amplify Transformational Data Sharing ETF (BLOK).

ONLINE: AmplifyETFs.com

EMAIL: info@AmplifyETFs.com

PHONE: 855-267-3837 (855-AMP-ETFS)



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.

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 subject to management risk because it is actively managed. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as companies actively engaged in blockchain technology, 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. Blockchain technology may never develop optimized transactional processes that lead to realized economic returns for any company in which the Fund invests. 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.

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

Amplify ETFs are distributed by Quasar Distributors LLC.

¹ 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.