



Amplify ETFs Delivers Blockchain-Based Exposure with the New Amplify Transformational Data Sharing ETF (NYSE Arca: BLOK)

Actively-Managed ETF Focused on Companies Developing or Utilizing Blockchain-Based Technologies

Chicago, Illinois — (January 16, 2018) — [Amplify ETFs](#) announced today that the Amplify Transformational Data Sharing ETF (NYSE Arca: BLOK), an actively-managed ETF will begin trading on Wednesday, January 17, 2018. BLOK invests in publicly-traded global companies leading the research, investment and revenue creation related to blockchain-based and other distributed ledger technologies. A blockchain is a decentralized database shared across all users that facilitates the process of recording transactions and tracking assets across a business network. This foundational technology is expected to pave the way for significant disruptions across many industries.

BLOK utilizes an actively-managed approach to investing in the fast developing world of blockchain-based technology, allowing the fund's portfolio managers to respond in real-time to valuations, company fundamentals and announcements that may impact the blockchain marketplace.

"We are excited to offer BLOK as a professionally-selected, convenient and responsive way to invest in a basket of the leading companies engaged in advancing blockchain-based technology," said Christian Magoon, CEO of Amplify ETFs. Magoon added, "BLOK may offer growth-oriented investors an attractive way to gain diversified exposure to a new technology whose impact has been compared to that of the internet."

BLOK will be co-managed by the Fund's sub-advisers, Toroso Investments, LLC and CSAT Investments Advisory LP.

The launch of BLOK is consistent with Amplify's value proposition to bring first-to-market products across growth and income segments. Click here for a list of all Amplify ETFs: AmplifyETFs.com

About Amplify ETFs

Amplify ETFs, sponsored by Amplify Investments, has over \$400 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 1/15/2018). Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Using those benefits as a foundation, Amplify seeks to build ETFs powered by investment strategies from leading index providers and asset managers within unique market segments. Amplify is also the sponsor of YieldShares, a brand of income-oriented ETFs.

Media Contact:

Gregory FCA for Amplify ETFs
Amy Lash
610-228-2806
amyl@gregoryfca.com

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. 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 blockchain-based companies, 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. The Fund will make investments in companies developing or utilizing transformational data sharing 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; cyber security 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 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.

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