



AMPLIFY YIELDSHARES CWP DIVIDEND & OPTION INCOME ETF (DIVO)

DIVO is a professionally managed equity income portfolio that seeks to deliver both dividend and option income to investors on a quarterly basis.

THREE REASONS TO OWN DIVO

- 1 Two Potential Income Streams:** DIVO seeks income from dividend paying stocks and by opportunistically writing covered calls on those stocks.
- 2 Professionally Managed:** Access a professionally managed dividend and option income investment strategy through the efficiency of an ETF.
- 3 Seeks to Lower Volatility:** Dividend and option income may provide lower share price volatility versus the overall market during times of broad-based market declines.

ABOUT DIVO

DIVO seeks investment results that correspond generally to an existing investment strategy called the Enhanced Dividend Income Portfolio (EDIP or Investment Strategy). The strategy is managed by DIVO's Sub Adviser, Capital Wealth Planning (CWP). Please review the DIVO prospectus for more information on EDIP and to learn more about the strategy's track record and investment characteristics.

DIVO

FUND FACTS

Ticker: DIVO
 CUSIP: 032108409
 Intraday NAV: DIVOIV
 Distribution Schedule: Quarterly
 Expense Ratio: 0.95%
 Inception Date: 12/14/2016
 Exchange: BATS

INVESTMENT STRATEGY DETAILS

Portfolio Manager: Capital Wealth Planning (CWP)
 Equity Holdings*: 25
 Income Potential: The strategy seeks to provide gross annual income of approximately 2-3% from dividend income and 2-4% from option premium.
 *as of 3/31/17

DIVO'S SELECTION METHODOLOGY

STEP 1

IDENTIFY UNIVERSE

Seek to identify large-cap, high quality, blue chip companies from the S&P 500 that we believe could, over time, sustain their earnings and cash flow growth and increase their dividends.

STEP 2

BROAD DIVERSIFICATION

Construct a portfolio of approximately 20 to 25 dividend paying stocks that are outperforming relative to their peers within each of the ten major market sectors.

STEP 3

SEEK LOWER VOLATILITY

Seek to lower risk and enhance total return by tactically selling short-term call options on some, or all, of the individual stocks in the portfolio. Unlike a systematic covered call program, the strategy is not obligated to continuously cover each individual equity position.

STEP 4

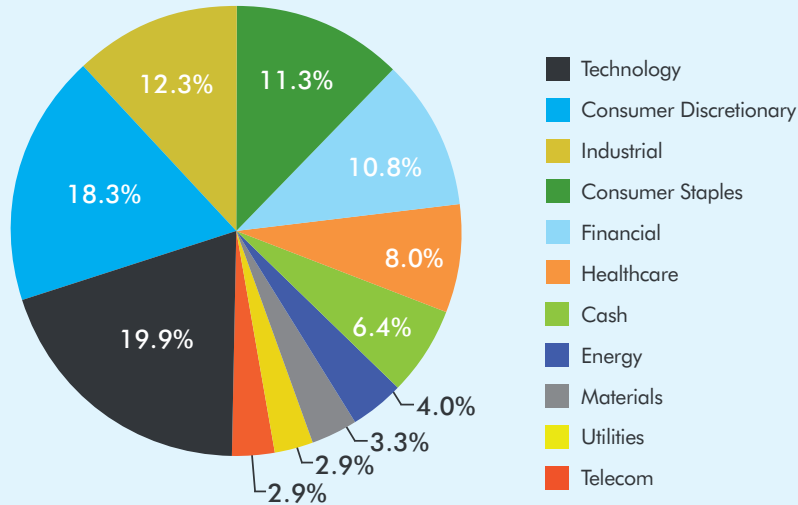
INCOME GENERATION

Seek to provide gross annual income of approximately 2-3% from dividend income and 2-4% from option premium.



FUND SECTOR EXPOSURE

STRATEGY DATA AS OF 3/31/17



TOP 10 EQUITY HOLDINGS

STRATEGY DATA AS OF 3/31/17

TICKER	COMPANY	% WEIGHT
BA	BOEING CO	5.30%
DIS	DISNEY WALT CO	5.19%
HD	HOME DEPOT INC	5.15%
KHC	KRAFT HEINZ CO	5.12%
MMM	3M CO	5.11%
IBM	IBM	5.05%
MCD	MCDONALDS CORP	5.02%
UNH	UNITEDHEALTH GROUP INC	5.00%
JPM	JPMORGAN CHASE & CO	4.82%
CVX	CHEVRON CORP NEW	4.02%

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

PERFORMANCE

QUARTER END AS OF MARCH 31, 2017

	CUMULATIVE (%)			
	1 Mo.	3 Mo.	YTD	Since Inception (12/14/16)
Fund NAV	-0.41%	5.59%	5.59%	4.90%
Closing Price	-0.40%	5.48%	5.48%	4.98%

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. For performance data current to the most recent month-end please call 855-267-3837 or visit <http://amplifyetfs.com/DIVO>. 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.

QUESTIONS? Visit AmplifyETFs.com/DIVO for information on the Amplify YieldShares CWP Dividend & Option Income ETF (DIVO).

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 fund is new with limited operating history. You could lose money by investing in the Fund. 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. An investment in the Fund 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 Fund's investment objectives will be achieved. Covered call risk is the risk that the Fund 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. The Fund may invest in mid capitalization companies. This may cause the Fund to be more vulnerable to adverse general market or economic developments because such securities may be less liquid and subject to greater price volatility than those of larger, more established companies. Because the Fund 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.

Diversification does not assure a profit or protect against a loss in a declining market. Amplify ETFs are distributed by Quasar Distributors LLC. It is not possible to invest directly in an index.

Glossary

S&P 500 Index: The Standard & Poor's 500 Index (S&P 500) is an index of 500 stocks seen as a leading indicator of U.S. equities and a reflection of the performance of the large cap universe, made up of companies selected by economists.

Cash Flow: Cash flow is the net amount of cash and cash-equivalents moving into and out of a business.

