



Amplify ETFs Launches the Amplify EASI Tactical Growth ETF (NYSE Arca: EASI)

Rotates Between High Quality Growth Stocks and Fixed Income

Chicago, Illinois — (June 14, 2018) — [Amplify ETFs](#) announces the launch of the Amplify EASI Tactical Growth ETF (NYSE Arca: EASI), an index-based ETF that seeks to participate in the upside of high quality growth companies during upward trending equity markets while tactically rotating to fixed income in downward trending equity markets. EASI seeks investment results that generally correspond to the EASI Tactical Growth Index (the “Index”).

“We believe today’s dynamic markets require core investment strategies that participate in the upside while having the flexibility to potentially protect on the downside,” said Christian Magoon, CEO of Amplify ETFs. “We believe EASI offers attractive equity exposure via its quantitative selection criteria which incorporates both stock price behavior and fundamentals. Combining this stock selection approach with the ability to rotate into fixed income exposure can be an attractive combination for investors.”

The initial universe for the equity allocation consists of all securities listed on the New York Stock Exchange and NASDAQ. Constituents are then narrowed by excluding all securities with an average daily volume in the last 50 days of 300,000 or more shares. All remaining companies are scored once a month in two major areas: Price Performance and Fundamentals. The final equity portfolio will invest at least 80% of its total assets in 33-50 holdings, in accordance with the Index.

The determination of the index being weighted 100% to equities or 100% to fixed income is called the “Long-Term Tactical Allocation Signal.” It measures and compares the monthly changes in the price of the equity components using the trailing twelve-month exponential moving average.

Investors can learn more about EASI at AmplifyETFs.com/EASI.

About Amplify ETFs

Amplify ETFs, sponsored by Amplify Investments, has over \$750 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 5/31/2018). 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.

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Carefully consider the Fund's investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in the Fund's 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 passively managed, and invests in the securities included in the Index regardless of their investment merit. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. The Fund invests in equity securities. The value of the Shares will fluctuate with changes in the value of these equity securities. The Fund invests in ETFs. The risks of owning an ETF, including lack of liquidity, could result in it being more volatile, and ETFs have management fees that increase their costs. High portfolio turnover (higher than 100%) may cause the Fund to incur additional transaction costs which may affect the Fund's performance. Holders of fixed-income securities will be affected by changes in interest rates, the creditworthiness of the issuer and other factors. An increase in prevailing interest rates typically causes the value of existing debt securities to fall and often has a greater impact on longer-duration debt securities and higher quality debt securities.

The EASI Growth Index is a rules-based index that was created and is maintained by EASI Investments, LLC ("EASI Investments" or the "Index Provider"). The Index uses a methodology designed to optimize risk-adjusted returns by tactically rotating between exposure to growth stocks and fixed-income securities so as to take advantage of the investment returns provided during periods of upward momentum, while seeking lower volatility during periods of momentum loss. EASI Investments is not affiliated with the Fund, Adviser, Sub-Adviser or the Distributor. The Fund is entitled to use the Index pursuant to a sublicensing arrangement with the Adviser, which in turn has a licensing agreement with the Index Provider. It is not possible to directly invest in an index.

Amplify Investments LLC is the Investment Adviser to the Fund, and Penserra Capital Management, LLC serves as the Investment Sub-Adviser.

Amplify ETFs are distributed by Quasar Distributors LLC.

The YieldShares High Income ETF is distributed by SEI Investments Distribution Co., which is not affiliated with Quasar Distributors LLC.

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