

# THE EXPERTISE BEHIND **BLOK** AMPLIFY TRANSFORMATIONAL DATA SHARING ETF

The BLOK ETF utilizes the expertise of several firms with specialized focus across various market segments including: asset management, individual stock research, ETF product management and blockchain technology analysis and research. Together these skills combine to deliver an actively managed ETF that seeks to provide total return by investing at least 80% of its net assets in equity securities of companies actively involved in the development and utilization of blockchain technologies. For more information on BLOK, including the prospectus, visit [AmplifyETFs.com/BLOK](http://AmplifyETFs.com/BLOK).

## BLOK ETF SPONSOR & ADVISER

Amplify ETFs, sponsored by Amplify Investments, has over \$600 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 1/31/2018). 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. The launch of BLOK is consistent with Amplify's value proposition to bring first-to-market products across growth and income segments.



## BLOK SUB-ADVISERS & PORTFOLIO MANAGEMENT

### Toroso Investments

Toroso, a sub-adviser on BLOK, manages the investment strategy and portfolio selection for BLOK. Toroso is an innovative registered investment advisor, dedicated to understanding, researching and managing assets within the expanding ETF universe. Toroso oversees over \$700 million in investments (as of 1/31/2018), and has actively invested in publicly-traded companies involved in blockchain technologies since 2016.



### Exponential ETFs

Exponential ETFs, a sub-adviser on BLOK, constructs and implements the trade decisions for BLOK's portfolio. Exponential is a multi-service asset manager offering proprietary ETF strategies, as well as, institutional portfolio management and capital market services. Exponential ETFs is committed to providing investors with unique products and services that enhance the investment landscape through transparent and systematic processes, providing differentiated results through a differentiated approach.



## STRATEGIC RESEARCH PROVIDERS

### Emerita Capital

Based in the San Francisco Bay area, Emerita Capital is an independent research firm of computer scientists, engineers, and financial experts enthusiastic about blockchain technology and artificial intelligence. They deliver insights and frameworks to evaluate the impact of these technologies in economics, business models, and human interactions.



### EQM Indexes

Based in the San Diego area, EQM indexes LLC is a woman-owned firm dedicated to creating and supporting innovative indexes that track growth industries and emerging investment themes. Co-founded by Jane Edmondson, a former Institutional Portfolio Manager with more than 25 years in the investment industry, EQM's index design expertise spans a wide range of asset classes and financial instruments.



**QUESTIONS?** Contact Amplify ETFs:

**ONLINE:** [AmplifyETFs.com/BLOK](http://AmplifyETFs.com/BLOK)

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

**EMAIL:** [info@AmplifyETFs.com](mailto:info@AmplifyETFs.com)

*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 by calling 855-267-3837 or by visiting [AmplifyETFs.com](http://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 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.

Emerita Capital and EQM Indexes are not affiliated with the Fund, nor the Fund's Adviser and Sub-Advisers.

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