



# AMPLIFY ONLINE RETAIL ETF (IBUY)

The Amplify Online Retail ETF (IBUY) is a portfolio of companies generating significant revenue from online and virtual sales. Portfolio holdings fall into three categories: traditional retail, marketplace and travel. IBUY is an exchange-traded fund (ETF) that seeks investment results that correspond generally to the price and yield, before fund fees and expenses, of the EQM Online Retail Index.



## THREE REASONS TO CONSIDER ONLINE RETAIL COMPANIES

- 1 Global online sales were expected to grow 117% by 2018.<sup>1</sup>
- 2 The amount of online buyers worldwide was expected to grow 57% by 2019.<sup>2</sup>
- 3 A basket of online retail companies may offer diversification across country, market capitalization and industry.

## WHY CONSIDER THE AMPLIFY ONLINE RETAIL ETF (IBUY)?

IBUY seeks to provide a cost efficient way for investors to own a basket of companies with significant revenue from online and virtual retail sales. The fund's portfolio offers convenient diversification across market capitalizations, geography and business focus.

## ABOUT THE EQM ONLINE RETAIL INDEX

The EQM Online Retail Index (IBUYXT) utilizes a rules based methodology to select a globally diverse group of companies with 70% or more of revenue from online and virtual sales. For full index methodology please visit [www.eqmindexes.com](http://www.eqmindexes.com).

## IBUY

### FUND FACTS

Ticker: IBUY  
 CUSIP: 032108102  
 Intraday NAV: IBUYIV  
 Benchmark: EQM Online Retail Index  
 Distribution schedule: Semi-Annual  
 Expense Ratio: 0.65%  
 Inception Date: 4/20/2016  
 Exchange: NASDAQ

### INDEX DETAILS

Index Ticker: IBUYXT  
 Number of Holdings\*: 40  
 Index Weighting: Modified Equal Weight  
 Index Rebalance: Semi-Annual

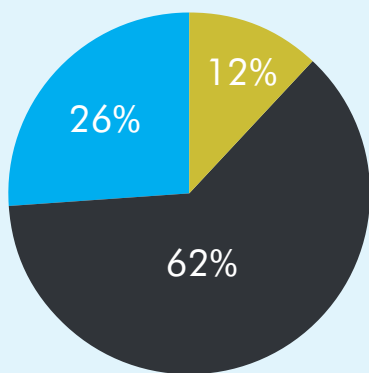
### TOP FOUR INDEX COUNTRY WEIGHTS\*

United States: 76%  
 China: 7%  
 Japan: 4%  
 United Kingdom: 3%

\* as of 3/31/2017

### ONLINE RETAIL MARKET SEGMENTS

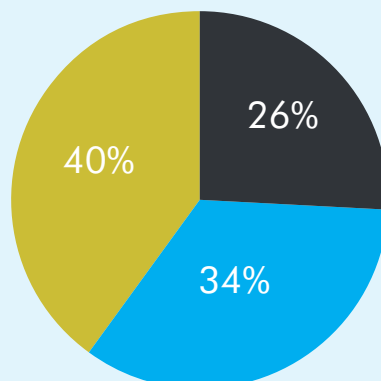
INDEX DATA AS OF 3/31/2017



■ TRADITIONAL RETAIL  
 ■ MARKETPLACE  
 ■ TRAVEL

### MARKET CAPITALIZATION BREAKDOWN

INDEX DATA AS OF 3/31/2017



■ LARGE CAP (>\$10 BILLION)  
 ■ MID CAP (\$2 BILLION < \$10 BILLION)  
 ■ SMALL CAP (\$300 MILLION < \$2 BILLION)



## TOP 20 INDEX HOLDINGS INDEX DATA AS OF 3/31/2017

TICKER	COMPANY	% WEIGHT	TICKER	COMPANY	% WEIGHT	TICKER	COMPANY	% WEIGHT
NTRI	NUTRISYSTEM INC ●	5.11	STMP	STAMPS.COM INC ●	3.48	FLWS	1-800-FLOWERS.COM INC-CL A ●	3.12
LE	LANDS END INC ●	3.71	PCLN	PRICELINE GROUP INC/THE ▲	3.46	EXPE	EXPEDIA INC ▲	3.10
NFLX	NETFLIX INC ●	3.69	IACI	IAC/INTERACTIVECORP ■	3.44	QVCA	LIBERTY INTERACTIVE CORP Q-A ●	3.02
W	WAYFAIR INC - CLASS A ●	3.64	OSTK	OVERSTOCK.COM INC ●	3.26	SFLY	SHUTTERFLY INC ●	2.98
EBAY	EBAY INC ●	3.62	PYPL	PAYPAL HOLDINGS INC ■	3.18	FTD	FTD COS INC ●	2.96
CPRT	COPART INC ■	3.55	HSNI	HSN INC ●	3.15	ETSY	ETSY INC ■	2.86
AMZN	AMAZON.COM INC ●	3.51	PETS	PETMED EXPRESS INC ●	3.13			

● Traditional Retail ■ Marketplace ▲ Travel

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.	6 Mo.	YTD	Since Inception (4/20/16)
Fund NAV	1.85%	8.33%	6.93%	8.33%	17.82%
Closing Price	2.00%	8.59%	6.91%	8.59%	18.16%

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>.



**QUESTIONS?** Visit [AmplifyETFs.com/IBUY](http://AmplifyETFs.com/IBUY)

for information on the Amplify Online Retail ETF (IBUY).

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

**EMAIL:** [info@AmplifyETFs.com](mailto: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](http://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. 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. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as the online retail industry, makes it vulnerable to factors affecting the industry. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. Investments in consumer discretionary companies are tied closely to the performance of the overall domestic and international economy, interest rates, competition and consumer confidence. Online retail companies are subject to risks of consumer demand and sensitivity to profit margins. Additionally technology and internet companies are subject to rapidly changing technologies; short product life cycles; fierce competition; aggressive pricing and reduced profit margins; the loss of patent, copyright and trademark protections; cyclical market patterns; evolving industry standards; and frequent new product introductions. Information technology companies may be smaller and less experienced companies, with limited product lines, markets or financial resources and fewer experienced management or marketing personnel. Stocks of many internet companies have exceptionally high price-to-earnings ratios with little or no earnings histories. Information technology company stocks, especially those which are internet related, have experienced extreme price and volume fluctuations that are often unrelated to their operating performance. The Fund is non-diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies. Investments in foreign securities involve greater volatility and political, economic, and currency risks and differences in accounting methods. The Fund's return may not match or achieve a high degree of correlation with the return of the underlying Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index.

The EQM Online Retail Index seeks to measure the performance of global equity securities of publicly traded companies with significant revenue from the online retail business. The Index methodology is designed to result in a portfolio that has the potential for capital appreciation. The Adviser and Sub-Adviser believe that companies with significant online retail revenues may be best positioned to take advantage of growth in online retail sales and shoppers versus companies with less significant online retail revenues. Eligible constituents derive at least 70% of revenues from online and/or virtual business transactions (as opposed to brick and mortar and/or in-store transactions) in one of three online retail business segments: traditional online retail; online travel; and online marketplace. An investment cannot be made directly in an index.

EQM Indexes is the Index Provider for the Fund. EQM Indexes is not affiliated with the Trust, the Investment Adviser or the distributor. The Investment Adviser has entered into a license agreement with EQM Indexes to use the Online Retail Index. The Fund is entitled to use its Index pursuant to a sub-licensing arrangement with the Investment Adviser.

*Diversification does not assure a profit or protect against a loss in a declining market.* Amplify Investments LLC serves as the investment advisor and Penserra Capital Management LLC serves as sub advisor to the fund. Amplify ETFs are distributed by Quasar Distributors LLC.

<sup>1</sup> AT Kearney, Euromonitor, Global E-Commerce Keeps On Clicking April 2015 (2013 actual-2018 forecast)

<sup>2</sup> eMarketer, December 2015.