



Amplify Online Retail ETF (IBUY) Receives 5-Star Overall Morningstar Rating™

Firm's flagship fund capitalizes on the growth of e-commerce

CHICAGO - (June 13, 2019) - [Amplify ETFs](#) announced today that its flagship product, the Amplify Online Retail ETF (NASDAQ: IBUY), has received a 5-Star Overall Morningstar Rating™, based on risk-adjusted returns among 49 Consumer Cyclical Funds (as of 5/31/19).

IBUY provides exposure to a globally diverse basket of companies that fall into three online retail categories -- marketplace, travel and merchants -- all of which must generate 70% of revenue from online or virtual sales.

"IBUY's 5-Star Overall Morningstar Rating™ provides great validation of the fund's performance and position in investor portfolios," said Christian Magoon, founder and CEO of Amplify ETFs. "We're pleased to see online retail businesses growing their market share, even as volatility and store closures continue to disrupt the sector."

IBUY began trading on April 20, 2016 and seeks to replicate the price performance of the EQM Online Retail Index (IBUYXT).

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

About Amplify ETFs

Amplify ETFs, sponsored by Amplify Investments, has over \$700 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 5/31/2019). Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Since its first ETF launch in 2016, Amplify seeks to build ETFs powered by investment strategies from leading index providers and asset managers within unique market segments.

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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 Amplify 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. Brokerage commissions will reduce returns. 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.

For the complete list of Fund risks and considerations, please visit AmplifyETFs.com/IBUY.

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. Eligible constituents derive at least 70% of revenues or a minimum of \$100 billion in annual retail sales from online and/or virtual business transactions. An investment cannot be made directly in an index.

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 Foreside Fund Services, LLC.

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The Morningstar Rating™ for funds, or “star rating”, is calculated for managed products (including mutual funds, variable annuity and variable life subaccounts, exchange-traded funds, closed-end funds, and separate accounts) with at least a three-year history. Exchange-traded funds and open-ended mutual funds are considered a single population for comparative purposes. It is calculated based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a managed product's monthly excess performance, placing more emphasis on downward variations and rewarding consistent performance. The Morningstar Rating does not include any adjustment for sales loads. The top 10% of products in each product category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. The Overall Morningstar Rating for a managed product is derived from a weighted average of the performance figures associated with its three-, five-, and 10-year (if applicable) Morningstar Rating metrics. The weights are: 100% three-year rating for 36-59 months of total returns, 60% five-year rating/40% three-year rating for 60-119 months of total returns, and 50% 10-year rating/30% five-year rating/20% three-year rating for 120 or more months of total returns. While the 10-year overall star rating formula seems to give the most weight to the 10-year period, the most recent three-year period actually has the greatest impact because it is included in all three rating periods. The Amplify Online Retail ETF (IBUY) Fund received 5 stars among 49 Consumer Cyclical funds for the three-year period ending 5/31/19.