

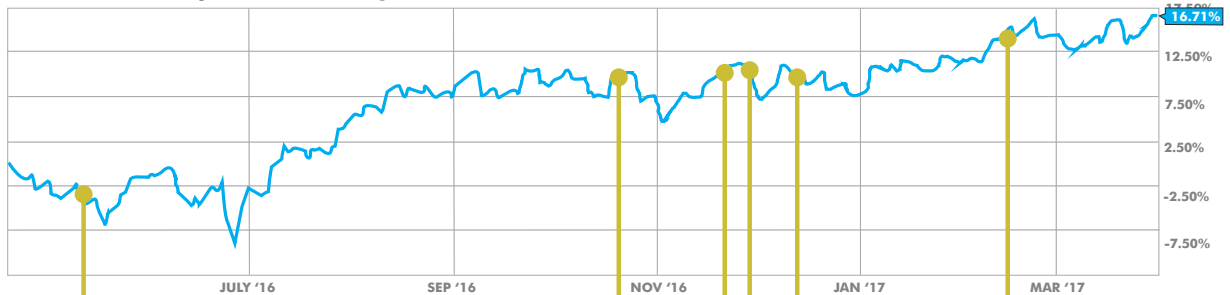
A YEAR IN THE LIFE OF ONLINE RETAIL - IBUY

A view of this historically growing trend in the context of the Amplify Online Retail ETF – (Nasdaq: IBUY)

Click [here](#) for standardized IBUY performance and expense information. See below for additional disclosure.

Source: YCharts, Date range: 4/20/2016 (Fund Inception) – 3/31/2017

With all the negative news surrounding brick-and-mortar retailers, online retail remains the bright spot in the retail sector. IBUY is one of the only pure ways to invest in this sector.



TOP GLOBAL ONLINE SHOPPING DAYS OF THE YEAR

MOTHER'S DAY

\$5.8B spent online, up 9.4% from 2015¹

SINGLES DAY

(China) 11/11 Alibaba, the Chinese e-commerce giant, smashes its Singles' Day shopping record by 32%

BLACK FRIDAY

National Retail Federation estimated 108.5 million Americans shopped online

CYBER MONDAY

Record online sales at \$3.45B, an increase of 12.1% from 2015²

DECEMBER

Amazon said it shipped more than 1 billion items worldwide during the 2016 holiday season

VALENTINE'S DAY

28% shopped online, representing \$5.5B³



RAPID GROWTH OPPORTUNITY

While we believe the growth story of online retail is promising, online retail still makes up less than 10% of all U.S. retail sales. This presents a massive market-share opportunity for online retailers to take advantage of while traditional retailers struggle.



ONLINE: AmplifyETFs.com EMAIL: info@AmplifyETFs.com PHONE: 855-267-3837 (855-AMP-ETFS)

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/IBUY>. 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.

Carefully consider the Funds' investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' prospectuses, which may be obtained by calling 855-267-3837. 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.

Amplify ETFs are distributed by Quasar Distributors LLC.

¹ National Retail Federation statistics on Mother's Day spending

² Adobe Digital Insights, 2016 Holiday Results

³ Fundivo.com