

PRIME 5 DIVIDEND

AMPLIFY YIELDSHARES PRIME 5 DIVIDEND ETF (PFV)

PFV is a portfolio of the five highest-ranked U.S. Dividend ETFs, based on the Prime 5 U.S. Dividend ETF Index scoring and selection criteria, in the following categories: high dividend income, low share price volatility, and low expenses.

THREE REASONS TO CONSIDER PRIME 5 DIVIDEND

- 1 A simple way to build a diverse dividend portfolio through a single investment.
- 2 Own the five highest-ranked U.S. Dividend ETFs, based on the Prime 5 U.S. Dividend ETF Index scoring and selection criteria, in the following categories: high dividend income, low share price volatility, and low expenses.
- 3 PFV has a quarterly dividend distribution and index rebalance schedule.

ABOUT THE PRIME 5 U.S. DIVIDEND ETF INDEX

The Prime 5 U.S. Dividend ETF Index (PFIVE) is a rules-based index seeking to provide targeted exposure to the five highest overall ranked U.S. dividend ETFs based on high dividend income, low 60-day share price volatility and low expenses. To be included in the index, each ETF must meet minimum liquidity and year-over-year distribution growth requirements. For complete index methodology and educational material, please visit www.PrimeIndexes.com.

PFV

FUND FACTS

Ticker: PFV
 CUSIP: 032108300
 Intraday NAV: PFVIV
 Benchmark: PFIVE
 Distribution Schedule: Quarterly
 Net Expense Ratio: 0.49%
 Inception Date: 9/21/2016
 Exchange: BATS

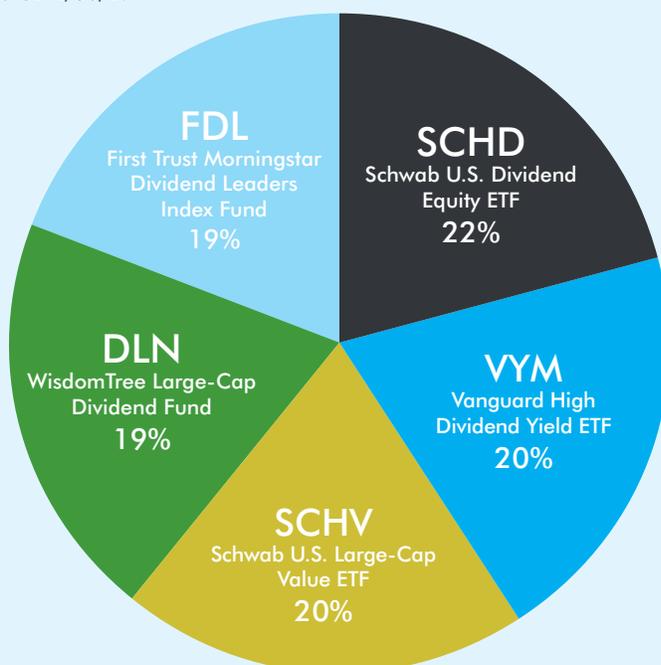
INDEX DETAILS

Index Provider: Prime Indexes
 Index Ticker: PFIVE
 Index Yield*: 2.72%
 Number of ETF Holdings: 5
 Number of Underlying Holdings*: 812
 Rebalance Schedule: Quarterly

*as of 4/30/17

PRIME 5 HOLDINGS

DATA AS OF 4/30/17



FEES & EXPENSES DETAIL

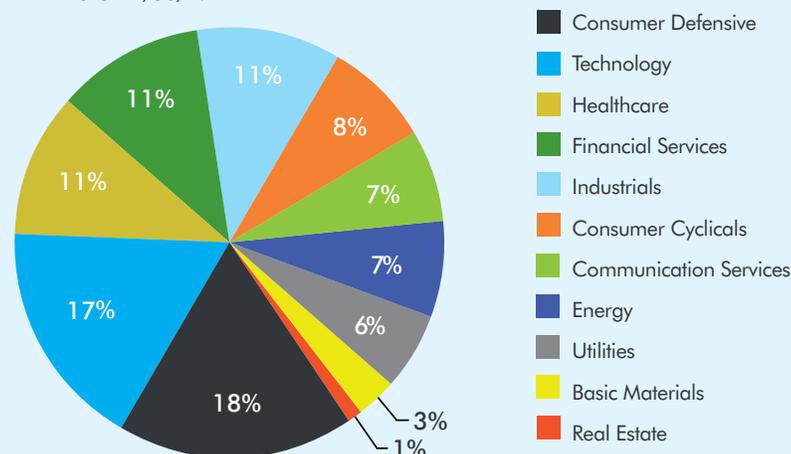
Management Fees: 0.45%
 Acquired Fund Fees and Expenses¹: 0.14%
 Gross Expense Ratio: 0.59%
 (Less Fee Waiver)²: (0.10%)
Net Expense Ratio: 0.49%



References to other exchange-traded funds should not be interpreted as an offer of these securities.

SECTOR EXPOSURE

DATA AS OF 4/30/17



TOP 10 UNDERLYING HOLDINGS

DATA AS OF 4/30/17

TICKER	COMPANY	% WEIGHT
MSFT	MICROSOFT CORP	3.71%
VZ	VERIZON COMMUNICATIONS INC	3.59%
PFE	PFIZER	3.45%
PG	PROCTER & GAMBLE CO	3.31%
T	AT&T INC	3.29%
XOM	EXXON MOBIL CORP	2.88%
INTC	INTEL CORP	2.88%
JNJ	JOHNSON & JOHNSON	2.77%
IBM	INT'L BUSINESS MACHINE CORP	2.41%
MO	ALTRIA GROUP INC	2.38%

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 3/31/17

	1 Mo.	3 Mo.	YTD	Since Inception (9/21/16)
Fund NAV	-0.33%	3.75%	3.75%	11.39%
Closing Price	-1.17%	2.62%	2.62%	10.41%

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/PFV>. 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.

QUESTIONS? Visit AmplifyETFs.com/PFV for information on the Amplify YieldShares Prime 5 Dividend ETF (PFV).

ONLINE: AmplifyETFs.com

EMAIL: info@AmplifyETFs.com

PHONE: 855-267-3837 (855-AMP-ETF5)



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. 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. You could lose money by investing in the Fund. An investment in the Fund is not a deposit of a bank and is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other governmental agency. There can be no assurance that the Fund's investment objective will be achieved. The Fund will invest in five ETFs. The shares of an ETF trade like common stock and represent a portfolio of securities. The risks of owning an ETF generally reflect the risks of owning the underlying securities, although ETFs have management fees that increase their costs. The Fund and the ETFs in which the Fund invests invest in equity securities. The value of the Shares will fluctuate with changes in the value of these equity securities. The Fund is not actively managed. The Fund invests in securities included in its Index regardless of their investment merit. The ETFs in which the Fund invests may be concentrated to a significant degree in a single industry or sector. An ETF concentrated in a single industry or sector presents more risks than a fund that is broadly diversified over several industries or sectors. The ETFs in which the Fund invests may invest in large, mid and small capitalization stocks. As a result, the Index and therefore the Fund will comprise large, mid and small capitalization stocks to the same extent. As a result, the Fund may be exposed to additional risk associated with mid and small capitalization companies. Because the Fund is non-diversified and can invest a greater portion of its assets in securities of individual issuers than a diversified fund, changes in the market value of a single investment could cause greater fluctuations in Share price than would occur in a diversified fund.

The Prime 5 U.S. Dividend ETF Index (the "Index") seeks to provide targeted exposure to the five highest-ranked dividend ETFs (the "Prime 5") based on the Prime Scoring and Selection Criteria. The Adviser believes that the Prime 5 offers the potential for increased income, diversification and reduced share price volatility versus other dividend-focused ETFs. It is not possible to directly invest in an index.

Prime Indexes is the Index Provider for the Fund. Prime Indexes is not affiliated with the Trust, the Investment Adviser or the distributor. The Investment Adviser has entered into a license agreement with Prime Indexes to use the Prime 5 U.S. Dividend ETF 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 adviser and Penserra Capital Management LLC serves as sub adviser to the fund. Amplify ETFs are distributed by Quasar Distributors LLC.

¹Acquired Fund Fees and Expenses are estimates based on the current composition of the Index.

²Pursuant to a contractual agreement between the Trust, on behalf of the Fund, and Amplify Investments LLC, the Fund's investment adviser, the management fees paid to the Fund's investment adviser will be reduced by 0.10%. This contractual agreement shall continue until one year from the date of this prospectus.

