



## **Amplify ETFs Launches the Amplify International Online Retail ETF (NYSE Arca: XBUY)**

*ETF offers access to worldwide e-commerce growth trend*

**CHICAGO — (January 30, 2019) – [Amplify ETFs](#)** announces the launch of the Amplify International Online Retail ETF (NYSE Arca: XBUY), an index-based ETF that seeks exposure to international companies expected to benefit from the increased adoption of e-commerce around the world. A complementary product to the firm’s flagship Online Retail ETF, (Nasdaq: IBUY), companies in XBUY’s portfolio fall within the same three e-commerce business segments: marketplace, traditional retail and travel.

“Many of the fastest growing e-commerce markets reside outside of the U.S., primarily in developing countries where mobile devices are stoking demand,” said Christian Magoon, CEO of Amplify ETFs. “XBUY presents a compelling opportunity for investors to capitalize on this international growth, a segment where 80% of total online retail sales in 2018 were from countries outside the U.S.”

XBUY seeks investment results that generally correspond to the EQM International Ecommerce Index (XBUYXT). The rules-based index is comprised of a diverse group of non-U.S. companies that generate at least 90% of their revenue from online and virtual retail sales.

Investors can learn more about XBUY at [AmplifyETFs.com/XBUY](http://AmplifyETFs.com/XBUY).

### **About Amplify ETFs**

Amplify ETFs, sponsored by Amplify Investments, has over \$650 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 12/31/2018). 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. Amplify is also the sponsor of YieldShares, a brand of income-oriented ETFs.

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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 above or 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. 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 International Ecommerce Index seeks to measure the performance of equity securities (common stock and depositary receipts) issued by non-U.S. companies that derive at least 90% of their revenue from online business transactions or e-commerce platforms. The Index is premised on the principle that companies that currently derive a significant portion of their revenues from online and/or virtual business transactions may be better positioned to benefit from the projected growth in online retail activity than those companies deriving on a portion of their revenues from such activities.*

*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 sublicensing arrangement with the Investment Adviser.*

*Amplify Investments LLC serves as the Investment Advisor and Penserra Capital Management LLC serves as Sub-Advisor to the fund.*

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