

XBUY

Amplify International Online Retail ETF

XBUY seeks investment results that generally correspond (before fees and expenses) to the price performance of the EQM International Ecommerce Index. The Index seeks to measure the performance of equity securities issued by non-U.S. companies that derive at least 90% of their revenue from online business transactions or e-commerce platforms.



WHY INVEST IN XBUY?

- **Growing Global Opportunity:** Online retail is a global trend with some of the biggest growth occurring outside the U.S.¹
- **Expanding Internet & Mobile Penetration:** It is expected that 50% of the world population will have internet access in 2019, and 80% of worldwide internet usage is from mobile devices.²
- **Access to distinct companies and countries** within the convenience of the ETF structure

THE CASE FOR INTERNATIONAL ONLINE RETAIL

While online retail has already disrupted the retail landscape in the U.S. and developed markets, it is still in the early days in many developing market economies, due primarily to the emergence of the middle-class consumer. XBUY seeks to tap into this growth opportunity with a portfolio of companies that should benefit and complement existing retail investment exposure.

ABOUT THE EQM INTERNATIONAL ECOMMERCE INDEX

The EQM International Ecommerce Index (XBUYXT) seeks to track the combined performance of a basket of non-U.S. stocks that derive significant revenue from one or more international ecommerce segments: retail, travel, and marketplace. For full index methodology please visit www.eqmindexes.com.

XBUY

FUND FACTS

Ticker: XBUY
 CUSIP: 032108870
 Intraday NAV: XBUYIV
 Inception Date: TBD
 Expense Ratio: 0.69%
 Exchange: NYSE Arca
 Number of Holdings*: 46

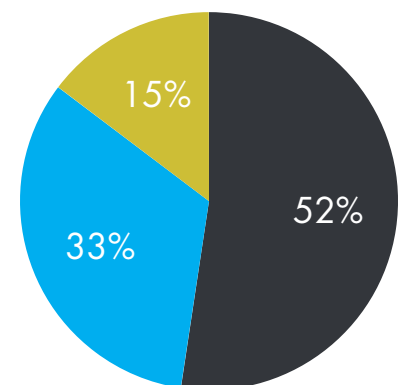
INDEX DETAILS

Index Name: EQM International Ecommerce Index
 Index Ticker: XBUYXT
 Index Weighting: Modified Equal Weight
 Index Rebalance: Quarterly

* as of 1/31/19

ONLINE RETAIL MARKET SEGMENTS

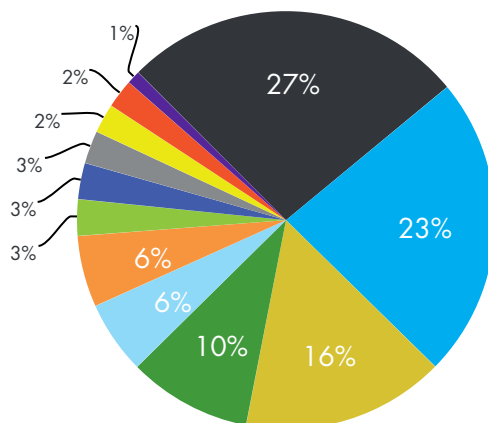
FUND DATA AS OF 1/31/19



- TRADITIONAL RETAIL
- MARKETPLACE
- TRAVEL

COUNTRY WEIGHTINGS

FUND DATA AS OF 1/31/19

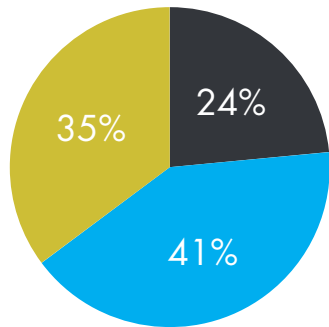


- China
- Japan
- United Kingdom
- Germany
- Australia
- Argentina
- Brazil
- Canada
- India
- Switzerland
- Sweden
- New Zealand



MARKET CAPITALIZATION

FUND DATA AS OF 1/31/19



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

TOP TEN HOLDINGS

FUND DATA AS OF 1/31/19

TICKER	COMPANY	%
ASC	ASOS PLC ●	3.30
VIPS	VIPSHOP HOLDINGS LTD - ADR ●	2.96
KGN AU	KOGAN.COM LTD ■	2.92
OCDO	OCADO GROUP PLC ●	2.90
JE/	JUST EAT PLC ■	2.81
SHOP CN	SHOPIFY INC - CLASS A ■	2.80
MELI	MERCADOLIBRE INC ■	2.78
IQ	IQIYI INC-ADR ●	2.77
BOO	BOOHOO GROUP PLC ●	2.77
BTOW3 BZ	B2W CIA DIGITAL ■	2.77

● Traditional Retail ■ Marketplace ▲ Travel

PERFORMANCE (AS OF TBD)

	CUMULATIVE (%)				Since Inception (TBD)	ANNUALIZED (%)	
	1 Mo.	3 Mo.	6 Mo.	YTD		1 Yr.	Since Inception (TBD)
Fund NAV	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Closing Price	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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/XBUY

for information on the Amplify International Online Retail ETF (XBUY).

ONLINE: AmplifyETFs.com

EMAIL: 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. 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 nondiversified, 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.

Amplify ETFs are distributed by Quasar Distributors LLC

¹ PPRO Payments & E-commerce Report, 2018

² eMarketer, Global Digital Users, 2018