

XBUY

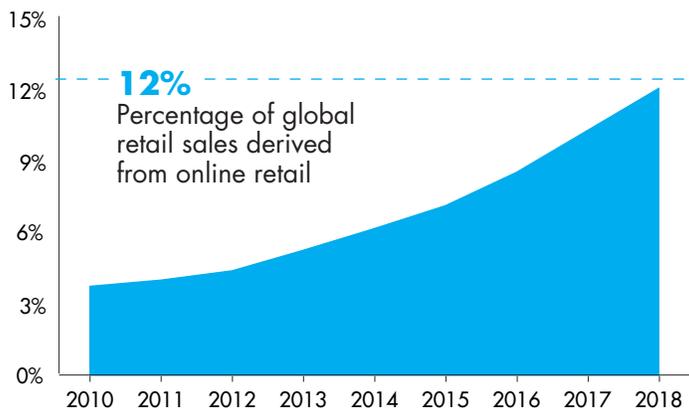
International Online Retail ETF

INVESTMENT 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. Why consider an investment in international online retail?

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GROWTH OF GLOBAL ONLINE RETAIL SALES



¹ Source: eMarketer, 2018

26%

AVERAGE ANNUAL GROWTH RATE OF GLOBAL ONLINE RETAIL SALES FROM 2010 TO 2018.¹

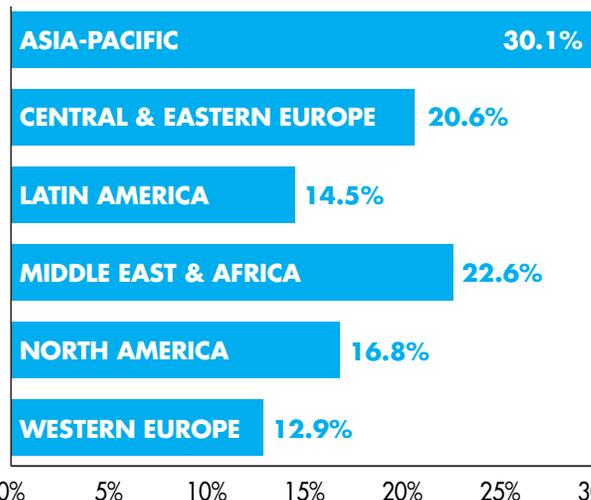
\$2.9 TRILLION

GLOBAL ONLINE RETAIL SALES IN 2018.¹

2

GROWTH DRIVEN BY DEVELOPING COUNTRIES

Online Retail Sales Growth, by Region
2018, Year-over-Year % Change



¹ Source: eMarketer, 2018

80%

OF TOTAL ONLINE RETAIL SALES IN 2018 WERE FROM COUNTRIES OUTSIDE THE U.S.¹

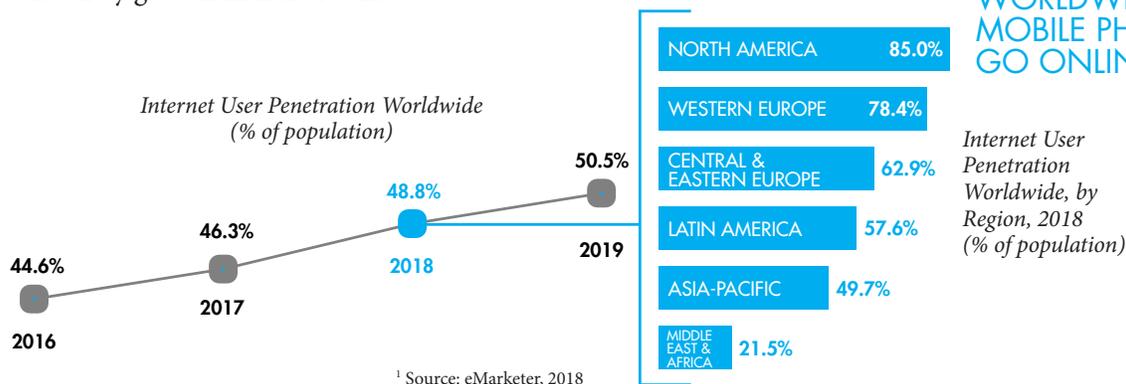


Amplify
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GLOBAL INTERNET & MOBILE USAGE CONTINUES TO GROW

Internet usage is anticipated to reach 50% of the world's population in 2019, driven by growth in Asia-Pacific.



84%

OF INTERNET USERS WORLDWIDE USED A MOBILE PHONE TO GO ONLINE IN 2018.¹

Internet User Penetration Worldwide, by Region, 2018 (% of population)

OTHER IMPORTANT DRIVERS OF INTERNATIONAL ECOMMERCE

Convenient Payment Options are another critical growth driver behind international ecommerce, providing as much of a frictionless shopping experience as possible.

Cross-Border Ecommerce, the online selling of goods and services to consumers in different countries, is expected to grow as geographic boundaries are eliminated and consumers increasingly purchase products outside their borders.

Online shopping has become a global phenomenon, with many of the fastest growing markets residing outside the United States. XBUY seeks to tap into this growth opportunity with a portfolio of companies that should benefit and complement existing retail investment exposure.

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.

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 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.

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