

As of 3/31/24

## FUND FACTS

Ticker	IBUY
CUSIP	032108102
Inception Date	04/20/2016
Primary Exchange	NYSE ARCA
Number of Holdings	70
Expense Ratio	0.65%

## INDEX

Index Name	EQM Online Retail Index
Index Ticker	IBUYXT
Weighting	Modified Equal Weight
Rebalance	Semi-Annual
Website	<a href="http://eqmindexes.com">eqmindexes.com</a>

## MARKET CAPITALIZATION

Large Cap (> \$10B)	51.56%
Mid Cap (\$2B < \$10B)	27.79%
Small Cap (\$300M < \$2B)	20.65%

## INVEST IN THE BRIGHT SPOT OF RETAIL

IBUY is a portfolio of companies generating significant revenue from online and virtual sales. Portfolio holdings fall into four categories: traditional retail, marketplace, omnichannel retail and travel. IBUY is an ETF that seeks investment results that correspond generally to the price and yield, before fund fees and expenses, of the EQM Online Retail Index.

## REASONS TO INVEST

- U.S. online sales** continue to gain ground on traditional retail, with third quarter e-commerce sales accounting for 14.8% of total sales.<sup>1</sup>
- The estimated growth rate** of online buyers worldwide is 24% (2021 - 2026).<sup>2</sup>
- A basket of online retail companies** may offer diversification across country, market capitalization, and industry.

## TOP 10 HOLDINGS

TICKER	COMPANY	% WT.	TICKER	COMPANY	% WT.
CVNA	Carvana Co ●	5.47%	DASH	DoorDash Inc ■	2.93%
HIMS	Hims & Hers Health Inc ●	4.25%	UBER	Uber Technologies Inc ■	2.84%
BYON	Beyond Inc ◆	3.81%	RVLV	Revolve Group Inc ●	2.54%
AFRM	Affirm Holdings Inc ■	3.42%	W	Wayfair Inc ●	2.47%
TRIP	TripAdvisor Inc ▲	3.15%	CART	Maplebear Inc ●	2.41%

● Online Retail   ■ Online Marketplace   ▲ Online Travel   ◆ Omnichannel Retail

Holdings and allocations are subject to change at any time and should not be considered a recommendation to buy or sell a security.

## PERFORMANCE

	CUMULATIVE (%)			ANNUALIZED (%)			
	1 MO.	YTD	SINCE INCEPTION	1 YR.	3 YR.	5 YR.	SINCE INCEPTION
Fund NAV	3.89%	8.16%	134.84%	32.07%	-22.29%	3.70%	11.34%
Closing Price	3.99%	7.90%	134.16%	31.42%	-22.39%	3.63%	11.30%
EQM Online Retail Index	3.93%	8.32%	141.20%	32.84%	-22.05%	3.99%	11.71%

Fund inception date: 04/20/2016. 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 visit [AmplifyETFs.com/IBUY](http://AmplifyETFs.com/IBUY). Brokerage commissions will reduce returns. A fund's NAV is the sum of all its assets less any liabilities, divided by the number of shares outstanding. The closing price or market price is the most recent price at which the fund was traded. Indexes are unmanaged and it's not possible to invest directly in an index.

## COUNTRY ALLOCATION



- United States (81%)
- China (4%)
- United Kingdom (2%)
- Sweden (2%)
- Germany (2%)
- Japan (2%)
- Israel (1%)
- India (1%)
- Canada (1%)
- Other Countries (4%)

## ONLINE RETAIL MARKET ALLOCATION



- Online Retail (41%)
- Online Marketplace (31%)
- Omnichannel Retail (16%)
- Online Travel (12%)

## SELECTION METHODOLOGY

The EQM Online Retail Index (IBUYXT) utilizes a rules based methodology:



**Carefully consider the Fund's investment objectives, risks, charges, and expenses before investing. This and other information can be found in the Fund's statutory and summary prospectuses, which may be obtained at [amplifyetfs.com](https://amplifyetfs.com). Read the prospectus carefully before investing.**

Investing involves risk, including the possible loss of principal. 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.

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 Foreside Fund Services, LLC.

<sup>1</sup>U.S. Department of Commerce, Nov 18, 2022

<sup>2</sup>eMarketer, July 2022

**Not FDIC Insured | No Bank Guarantee | May Lose Value**