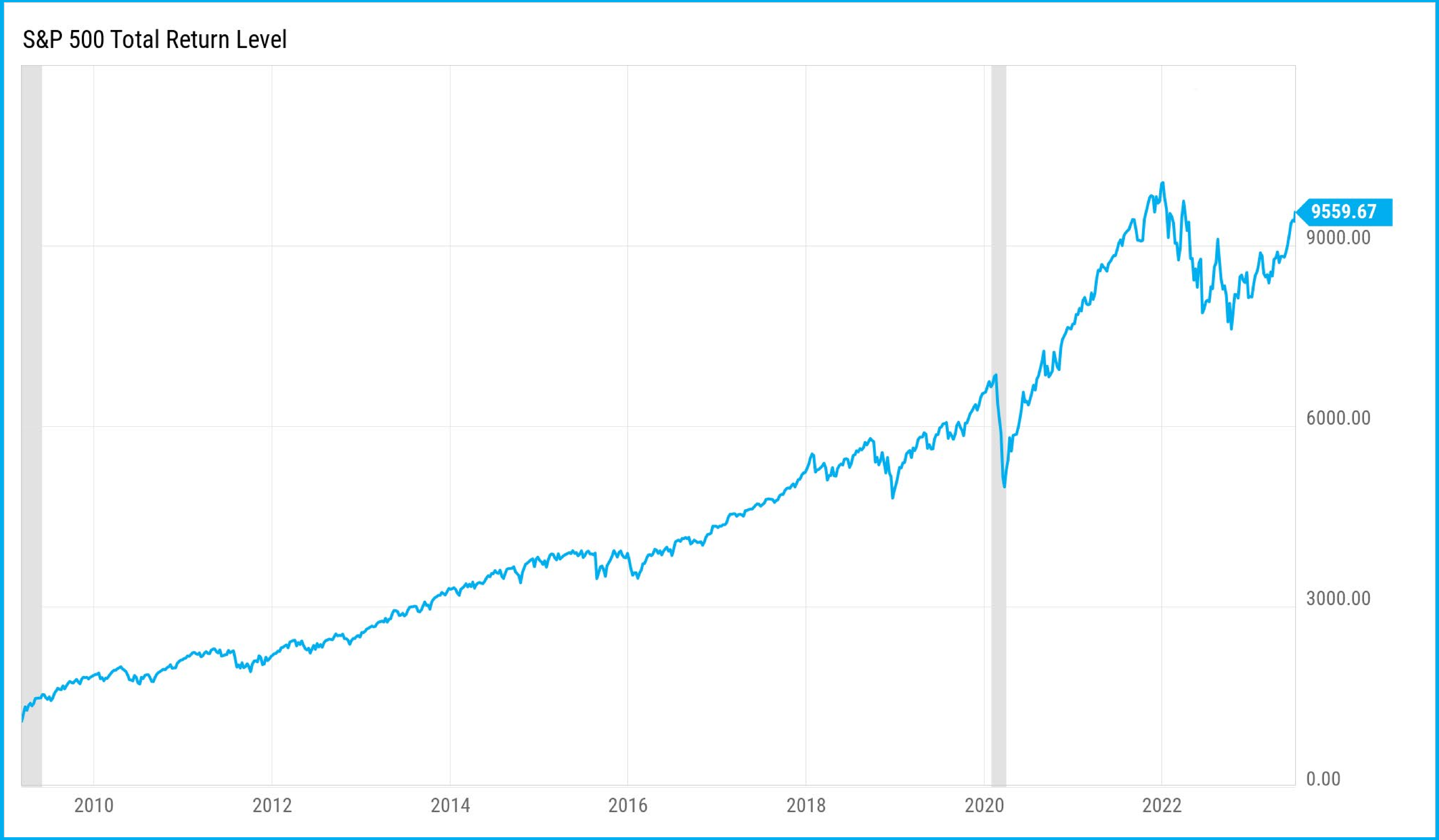
A PROVEN APPROACH TO HIGH-QUALITY EQUITY INCOME:

Amplify CWP Enhanced Dividend Income ETF (NYSE: DIVO)

Q2 2023

LONGEST BULL MARKET IN HISTORY

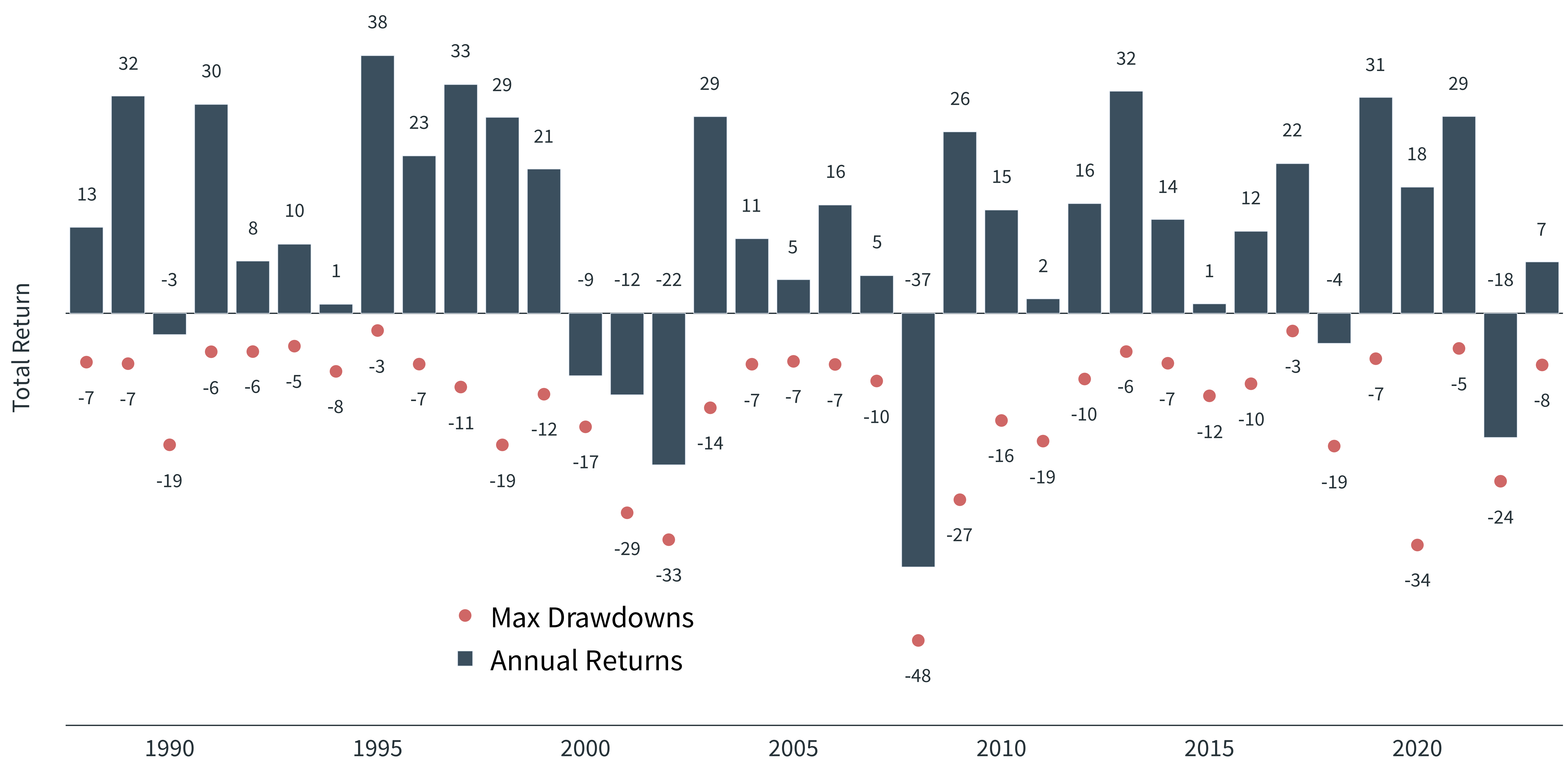


For over a decade, the markets have experienced one of the longest bull markets from March 2009 to February 2020 (131 months). With a one month pause (bear market), the markets returned to another 21-month bull market run from March 2020 until January 2022.

Chart Date: 3/9/2009 – 6/30/2023; *Source: YCharts. For Illustrative purposes only*. Past performance does not guarantee future results. Investors cannot directly invest in an index. A bear market is defined as a 20% or more decline from the previous market high. Whereas a bull market typically rises 20% from recent bear market lows and reaches record benchmark highs.

...BUT NOT WITHOUT VOLATILITY ALONG THE WAY

Total Returns and Pullbacks:
S&P 500 Index total returns. Max drawdown represents the biggest intra-year decline



Latest data point is Mar 31, 2023

Sources: Clearnomics, Standard & Poor's

Amplify ETFs

GEOPOLITICAL TENSIONS

What history says will happen next for markets

The stock market usually recovers within a year after major world events—*but not always*

MARKET SHOCK EVENTS	EVENT DATE	S&P 500 RETURNS 1 MONTH	S&P 500 RETURNS 1, 3, 6 & 12 MONTHS	S&P 500 RETURNS 12 MONTHS
GERMANY INVADES FRANCE	05/10/1940	-19.90%		-18.70%
PEARL HARBOR ATTACK	12/07/1941	-1.00%		4.30%
N. KOREA INVADES S. KOREA	06/25/1950	-10.00%		11.70%
SUEZ CRISIS	10/29/1956	-4.40%		-11.60%
CUBAN MISSILE CRISIS	10/16/1962	5.10%		27.80%
GULF OF TONKIN INCIDENT	08/02/1964	-1.60%		2.70%
TET OFFENSIVE	01/30/1968	-3.80%		10.20%
OIL EMBARGO	10/16/1973	-7.00%		-35.20%
IRAQ'S INVASION OF KUWAIT	08/02/1990	-8.20%		10.10%
U.S. TERRORIST ATTACKS	09/11/2001	-0.20%		-18.40%
IRAQ WAR STARTED	03/20/2003	19.00%		26.70%
LEHMAN BROTHERS COLLAPSES	09/15/2008	-16.30%		-11.70%
RUSSIA ANNEXED CRIMEA	02/20/2014	1.50%		14.70%
NORTH KOREA MISSILE CRISIS	07/28/2017	-1.10%		13.40%
SAUDI ARAMCO DRONE STRIKE	09/14/2019	-1.40%		12.50%

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SOLVING THE INCOME CHALLENGE FOR INVESTORS

FINDING INCOME IN THE CURRENT MARKET ENVIRONMENT

Investors in need of current income are hard-pressed to find viable solutions

- The current environment makes it difficult to generate material income.
- The size of income is often prioritized over-growth of income, resulting in longer term issues.
- Upside potential may be forfeited if investors are too dependent on bonds for their income.

A Strategy to Address this Challenge:

Blue-chip stocks with a history of **growing earnings** and **dividends** combined with **covered calls*** may be an attractive solution.

DIVO

Amplify CWP Enhanced Dividend Income ETF

*Writing covered calls may limit the upside potential of the underlying security, and does not protect against loss beyond the option premium received

AN ETF TO ADDRESS THIS CHALLENGE

The Amplify CWP Enhanced Dividend Income ETF (DIVO) owns high-quality large-cap companies with a history of dividend and earnings growth, along with a tactical covered call strategy on individual stocks. DIVO's portfolio is strategically designed to offer high levels of total return on a risk-adjusted basis.*

SELECTION METHODOLOGY

DIVIDEND GROWERS

Managed with a strong emphasis on owning high-quality large-cap companies with historical dividend and earnings growth.

SECTOR ALLOCATION

Relatively balanced among the traditional 10 S&P sectors, with CWP determining which sectors to over- or under-weight based on various factors.

SECURITY SELECTION

Consists of 20-25 stocks which are screened and adjusted according to attributes including market cap, management track record, earnings, cash flow, and return on equity

TACTICAL COVERED CALL WRITING

Covered call options** are written on individual stocks on a tactical basis (not an index approach)

DIVO Portfolio

*The Fund's performance is not guaranteed
**Writing covered calls may limit the upside potential of the underlying security, and does not protect against loss beyond the option premium received

WHY USE A COVERED CALL OPTION STRATEGY?

DIVO seeks to provide

Capital Appreciation
Potential
of core portfolio

+

Dividend Potential
Annual Dividend:
2-3% (estimated)

+

Option Premium
Annual Premium:
2-4% (estimated)

=

Potential for:

Capital appreciation

Lower portfolio risk

Annual income from two sources

Writing covered calls may limit the upside potential of the underlying security, and does not protect against loss beyond the option premium received. The strategy seeks to provide gross annual income of approximately 2-3% from dividend income and 2-4% from option premium. 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 https://amplifyetfs.com/DIVO. Brokerage commissions will reduce returns.

OUR TACTICAL APPROACH: COVERED CALLS

Most investment strategies that implement covered calls utilize a systematic approach, writing them on every position automatically. We believe that knowing when to—and when not to—write covered calls is the key to success with this vehicle.

Based on market observations and income targets, we use a rules-based set of triggers to identify the best covered call opportunities on high-quality blue-chip stocks.

Volatility

We look for opportunities to write covered calls when the VIX is at 15 or higher

Premium

We seek call premiums which will yield 2-4% on an annual basis

The CBOE Volatility Index (VIX) is a real-time market index that represents the market's expectation of 30-day forward-looking volatility. Derived from the price inputs of the S&P 500 index options, it provides a measure of market risk and investors' sentiments.

WHY CONSIDER DIVO NOW

Today's heightened level of volatility could lead to higher premiums on a well-executed covered call strategy.*

- Our tactical approach to covered call writing seeks to enhance investment income whether markets go up, down, or sideways.
- With yields in the current market at historic lows, there is a dearth of income opportunities for retirees – who are living longer and retiring in larger numbers than ever before.
- After a historic 11-year bull market, these volatile conditions might be with us for a while.
- Combat inflation by owning companies with a history of growing their earnings and dividends, a characteristic of the DIVO selection process.

Finding meaningful income in today's market is a challenge. We seek to help investors fill the gap.

*Writing covered calls may limit the upside potential of the underlying security, and does not protect against loss beyond the option premium received

DIVO IMPLEMENTATION IDEA

CORE EQUITY

WHILE SEEKING TO HEDGE VOLATILITY W/COVERED CALLS*

EQUITY INCOME

INCOME POTENTIAL FROM TWO SOURCES

LARGE-CAP COMPLEMENT

COMPLEMENT TO TYPICAL MARKET-CAP WEIGHTED STRATEGIES

DIVO OVERVIEW

DIVO is an ETF of high-quality large cap companies with a history of dividend and earnings growth, along with a tactical covered call strategy on individual stocks. DIVO is strategically designed to offer high levels of total return on a risk-adjusted basis.

★★★★★

Morningstar Rating™

Overall rating based on risk-adjusted return among 82 funds in the derivative income category (as of 6/30/2023). Past performance is not a guarantee of future results.

Why Invest in DIVO?

- **Income Potential:** comprised of high-quality dividend-oriented stocks, along with covered calls on individual stocks.
- **Active Management:** allows the portfolio manager to identify opportunities and risks, and act on those decisions in real time.
- **Seeks to Lower Volatility:** dividend and option income may provide lower share price volatility vs. the overall market during times of broad-based market declines.

Ticker: DIVO

Inception: 12/14/16

Assets: $2.972 billion

Number of Holdings: 25

90-Day Average Daily Volume (shares): 388.08K

Index-based or Active? Actively Managed

Expense Ratio: 0.55%

Subadvisor: Capital Wealth Planning, LLC & Penserra Capital Management LLC

Portfolio Manager: Kevin Simpson & Josh Smith, Capital Wealth Planning, LLC

CAPITAL WEALTH PLANNING, LLC
Investment Advisory Firm

Data as of 7/27/2023

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DIVO PORTFOLIO ALLOCATION

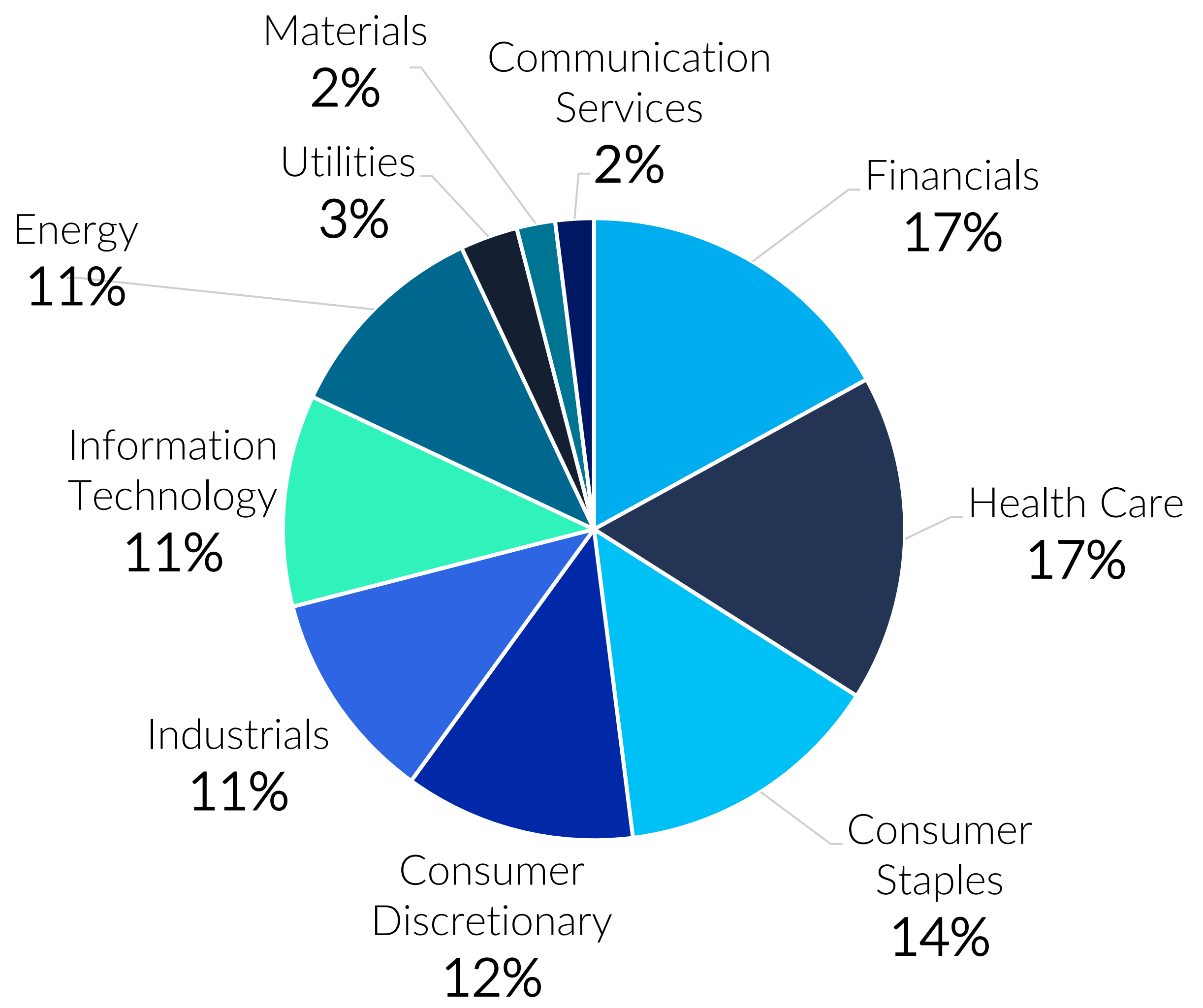
YIELD (as of 6/30/2023)

Distribution Frequency:	Monthly
Distribution Rate*	4.73%
30-Day SEC Yield**	2.25%

Click here for standardized performance; Click here for the Fund's prospectus; read it carefully before investing

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.

SECTOR ALLOCATION (as of 6/30/2023)



TOP 10 HOLDINGS (as of 6/30/2023)

Ticker	Company	Weight %
MSFT	MICROSOFT CORP	5.47
V	VISA INC	5.42
PG	PROCTER AND GAMBLE CO	5.21
MCD	MCDONALDS CORP	5.18
JNJ	JOHNSON & JOHNSON	5.12
UNH	UNITEDHEALTH GROUP INC	5.09
JPM	JPMORGAN CHASE & CO.	5.03
CVX	CHEVRON CORP NEW	5.02
MRK	MERCK & CO. INC.	4.84
GS	GOLDMAN SACHS GROUP INC	4.63

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

* **Distribution Rate** is the annual yield an investor would receive if the most recent distribution remained the same going forward. The yield represents a single distribution from the fund and does not represent total return to the fund. The distribution yield is calculated by annualizing the most recent distribution – from both dividend and option income – and dividing it by the most recent NAV. Distributions have included a return of capital. Please click here for more information. ** **30-Day SEC Yield** is a standard yield calculation developed by the Securities and Exchange Commission that allows for fairer comparisons among bond funds. It is based on the most recent month end. This figure reflects the income earned from dividends – excluding option income – during the period after deducting the Fund's expenses for the period.

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DIVO PERFORMANCE

As of 6/30/2023	CUMULATIVE (%)					ANNUALIZED (%)			
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception (12/14/16)	1 Yr.	3 Yr.	5 Yr.	Since Inception (12/14/16)
Fund NAV	4.70%	2.67%	2.83%	2.83%	104.36%	12.35%	13.90%	11.16%	11.54%
Closing Price	4.94%	2.72%	2.82%	2.82%	104.51%	12.57%	13.86%	11.14%	11.55%
S&P 500 TR Index	6.61%	8.74%	16.89%	16.89%	120.38%	19.59%	14.60%	12.31%	12.83%
Cboe S&P 500 BuyWrite Index	2.10%	4.26%	10.47%	10.47%	41.88%	9.02%	10.56%	4.42%	5.49%

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. 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. Brokerage commissions will reduce returns. For the most recent month-end performance, please visit the Fund's website at AmplifyETFs.com/DIVO.

The Standard & Poor's (S&P) 500 Total Return Index is an unmanaged, market-capitalization-weighted index of the 500 largest U.S. publicly traded companies by market value, and assumes distributions are reinvested back into the index. It does not include fees or expenses. It is not possible to invest directly in an index. **The Cboe S&P 500 BuyWrite Index (BXM)** is a benchmark index designed to track the performance of a hypothetical buy-write strategy on the S&P 500 Index. A "buy-write" strategy is generally one in which an investor buys a stock (or basket of stocks), and also writes covered calls that correspond to those holdings. **DIVO** differs substantially from the S&P 500 Index and Cboe S&P 500 BuyWrite index, which are used for comparison purposes as widely recognized measures of U.S. stock market performance. While the returns of DIVO have exhibited positive (but varying) correlation to the indexes over time, DIVO may invest in different stocks and in different proportions than in the S&P 500 index and Cboe BuyWrite index.

AMPLIFY ETFS

Amplify ETFs

- Amplify has over ***$4.4 billion*** in assets across a suite of ***core***, ***income*** and ***thematic/growth*** ETFs.[1]
- Amplify senior leadership brings an innovation heritage of nearly ***three decades*** providing many ***first to market*** ETFs and other investment solutions.
- Committed to staying at the ***forefront of advancement*** aimed to ***capitalize on market shifts*** and ***anticipate investment themes/catalysts***.

[1] Amplify ETFs is sponsored by Amplify Investments. Data as of 6/30/2023

ETFs THAT EMPOWER INVESTORS

INCOME

CORE

GROWTH

AMPLIFY ETF STRATEGIES

We provide a **range of ETFs** addressing challenges and opportunities.

Thematic/Growth ETFs	Ticker
Lithium & Battery Technology ETF	BATT
Transformational Data Sharing ETF	BLOK
Seymour Cannabis ETF	CNBS
Emerging Markets FinTech ETF	EMFQ
Online Retail ETF	IBUY

Income ETFs	Ticker
CWP Enhanced Dividend Income ETF	DIVO
International Enhanced Dividend Income ETF	IDVO
Natural Resources Dividend Income ETF	NDIV
High Income ETF	YYY

Core ETFs	Ticker
BlackSwan ISWN ETF (International)	ISWN
Inflation Fighter ETF	IWIN
Thematic All-Stars ETF	MVPS
BlackSwan Tech & Treasury ETF	QSWN
BlackSwan Growth & Treasury Core ETF	SWAN

Carefully consider the Funds' investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' prospectuses, which may be obtained by calling 855-267-3837. Read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. An investment in the Funds 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 Funds' investment objectives will be achieved. 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. The Fund is subject to management risk because it is an actively managed. Covered call risk is the risk that the Fund will forgo, during the option's life, the opportunity to profit from increases in the market value of the security covering the call option above the sum of the premium and the strike price of the call, but has retained the risk of loss should the price of the underlying security decline. The Fund may invest in mid-capitalization companies. This may cause the Fund to be more vulnerable to adverse general market or economic developments because such securities may be less liquid and subject to greater price volatility than those of larger, more established 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. Amplify Investments LLC serves as the Investment Adviser; Capital Wealth Planning, LLC and Penserra Capital Management LLC each serve as investment sub-advisers to the Fund. Amplify ETFs are distributed by Foreside Fund, Distributors LLC.

The Morningstar Rating™ for funds, or "star rating", is calculated for managed products (including mutual funds, variable annuity and variable life subaccounts, exchange-traded funds, closed-end funds, and separate accounts) with at least a three-year history. Exchange-traded funds and open-ended mutual funds are considered a single population for comparative purposes. It is calculated based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a managed product's monthly excess performance, placing more emphasis on downward variations and rewarding consistent performance. The Morningstar Rating does not include any adjustment for sales loads. The top 10% of products in each product category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. The Overall Morningstar Rating for a managed product is derived from a weighted average of the performance figures associated with its three-, five-, and 10-year (if applicable) Morningstar Rating metrics. The weights are: 100% three-year rating for 36-59 months of total returns, 60% five-year rating/40% three-year rating for 60-119 months of total returns, and 50% 10-year rating/30% five-year rating/20% three-year rating for 120 or more months of total returns. While the 10-year overall star rating formula seems to give the most weight to the 10-year period, the most recent three-year period actually has the greatest impact because it is included in all three rating periods. DIVO received 5 stars among 82 funds in the Derivative Income category for the overall, 3-year, and 69 funds for the 5-year periods ending 6/30/2023.

Amplify ETFs

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