

As of 3/31/23

FUND FACTS

Ticker	BIDS
CUSIP	032108771
Inception Date	09/22/2021
Number of Holdings	25
Expense Ratio	0.59%

INDEX

Index Name	BlueStar® Global E-Brokers and Digital Capital Markets Index
Index Ticker	BBIDS
Weighting	Modified Market Weight
Rebalance	Quarterly
Website	marketvector.com

MARKET CAPITALIZATION

Large Cap (> \$10B)	59.66%
Mid Cap (\$2B - \$10B)	13.97%
Small Cap (< \$2B)	26.37%

TAP INTO THE RISE OF RETAIL INVESTING

BIDS is a portfolio of companies engaged in the growing trend of digital asset and online investing. BIDS seeks investment results that correspond generally to the BlueStar® Global E-Brokers and Digital Capital Markets Index.

REASONS TO INVEST

- 1 Access to Innovation:** ETFs, crypto, robo-advisors, fractional shares and commission-free trading are just several innovations powering the growth of consumer-friendly digital and online trading companies.
- 2 Rise of Retail Investing:** Retail investors around the world continue to invest and trade stocks, bonds, options and crypto as savings and retirement obligations are passed on to the end user.
- 3 Convenient & Efficient:** Digital and online offerings are available globally on most smartphones, making trading and investing more convenient and efficient.
- 4 Wealth Transfer Opportunity:** As an estimated \$70 trillion of assets is passed from Baby Boomers to Millennials and Gen Z over the next 20 years, digital and online trading companies are likely to be preferred by the younger generations.

TOP 10 HOLDINGS

TICKER	COMPANY	% WT.	TICKER	COMPANY	% WT.
MKTX	Marketaxess Hldgs Inc	8.76%	SCHW	Schwab Charles Corp	5.52%
COIN	Coinbase Global Inc	8.62%	FUTU	FUTU Hldgs Ltd	4.80%
TW	Tradeweb Mkts Inc	7.98%	8698 JP	Monex Group Inc	4.71%
IBKR	Interactive Brokers Group Inc	7.46%	VIRT	Virtu Finl Inc	4.69%
SOFI	SOFI Technologies Inc	7.15%	HOOD	Robinhood Mkts Inc	4.55%

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

SELECTION METHODOLOGY

The Index tracks the performance of global companies engaged in online securities brokerage and lending, market making, and digital asset capital markets.

IDENTIFY

Companies generating at least 50% of revenue or operating activity from:

- online brokerage or trading platforms (including self-directed wealth management platforms and robo-advisors)
- online lending platforms that also offer electronic brokerage ("e-brokerage") services
- market making
- digital asset capital market activities

WEIGHTING

A modified market weight approach subjecting holdings to an 8% cap

REBALANCE

Index rebalancing occurs quarterly in March, June, September and December

MARKET ALLOCATION



- E-Broker (59%)
- Trading Platform (22%)
- Digital Asset Capital Markets (12%)
- Market Makers (7%)

COUNTRY ALLOCATION



- United States (59%)
- Japan (7%)
- United Kingdom (6%)
- Hong Kong (5%)
- Israel (4%)
- Brazil (4%)
- Germany (4%)
- Switzerland (3%)
- China (3%)
- Others (5%)

PERFORMANCE

	CUMULATIVE (%)			ANNUALIZED (%)	
	1 MO.	YTD	SINCE INCEPTION	1 YR.	SINCE INCEPTION
Fund NAV	-3.07%	11.17%	-42.69%	-31.39%	-30.61%
Closing Price	-3.45%	11.07%	-42.89%	-31.54%	-30.77%
BlueStar® Global E-Brokers and Digital Capital Markets Index	-3.30%	11.00%	-42.65%	-31.66%	-30.58%

Fund inception date: 09/22/2021. 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 AmplifyETFs.com/BIDS. Brokerage commissions will reduce returns.

Carefully consider the Fund's investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in the Fund's 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 not actively managed. The Fund invests in securities included in its Index regardless of their investment merit.

The Fund is susceptible to potential operational risks through breaches in cybersecurity. While the Fund will not directly invest in digital assets, certain of the Fund's investments may be subject to the risks associated with investing in digital assets. The technologies underpinning digital assets are highly

disruptive, and the future successes of such technologies are highly uncertain. Online brokerage or trading platforms, such as robo-advisors, make use of information that originated and is documented in electronic form. As such, investments in platforms who employ these types of technology are susceptible to risks associated with such electronic systems.

Financial companies, such as retail and commercial banks, brokerage firms, insurance companies and financial services companies, are especially subject to the adverse effects of economic recession, currency exchange rates, extensive government regulation, decreases in the availability of capital, volatile interest rates, portfolio concentrations in geographic markets, industries or products and competition from new entrants and blurred distinctions in their fields of business. The Fund may invest in securities of companies that have just conducted an IPO, and the market value of companies that have recently undergone an IPO may fluctuate considerably.

The platforms in which the Fund may invest may have a higher risk profile and be more volatile than companies engaged in lines of business with a longer, established history and such investments should be viewed as longer term investments. Many of the online lending and trading platforms are in the early stages of development and have a limited operating history. SPACs have no operating history or ongoing business other than seeking acquisitions. The value of a SPAC's securities is particularly dependent on the ability of its management to identify and complete a profitable acquisition.

Amplify Investments LLC serves as the Investment Adviser and Penserra Capital Management LLC serves as Sub-Adviser to the Fund. Amplify ETFs are distributed by Foreside Fund Services, LLC.

Not FDIC Insured | No Bank Guarantee | May Lose Value