

Amplify Cash Flow Dividend Leaders ETF

As of 12/31/23

FUND FACTS

| | |
|-----------------------|-----------|
| Ticker | COWS |
| CUSIP | 032108698 |
| Distribution Schedule | Monthly |
| Inception Date | 9/13/2023 |
| Number of Holdings | 61 |

FEES & EXPENSES

| | |
|------------------------------------|-------|
| Management Fee | 0.39% |
| Expense Waiver/ Reimbursement:* | 0.39% |
| Net Expense Ratio | 0.00% |

INDEX

| | |
|----------------|---|
| Index Name | Kelly US Cash Flow Dividend Leaders Index |
| Index Provider | Kelly Indexes, LLC |
| Index Ticker | COWSETF |
| Weighting | Modified Market Cap |
| Rebalance | Quarterly |
| Website | kellyintel.com |

MARKET CAPITALIZATION

| | |
|------------------------|--------|
| Large Cap (> \$10B) | 90.21% |
| Mid Cap (\$2B - \$10B) | 9.79% |

ACCESS HIGH FREE CASH FLOW (FCF) COMPANIES WITH GROWING DIVIDENDS

COWS is a strategy driven ETF investing in companies with a blend of high trailing and future free cash flow yields that have a history of growing and paying dividends. The portfolio aims to provide long-term capital appreciation and monthly income distributions. COWS seeks investment results that correspond generally to the Kelly US Cash Flow Dividend Leaders Index.

REASONS TO INVEST

- 1 High Free Cash Flow Meets Dividend Growth:** Strategy is focused on high free cash flow companies that pay and have historically grown dividends.
- 2 Beyond the Rearview Mirror:** Using a quantitative selection process that combines trailing and forward free cash flow metrics delivers a portfolio that balances past and forecasted cash flow potential.
- 3 Diversification & Risk control:** Strategy seeks an equal weight portfolio with an industry exposure cap of 24% to both diversify and limit company and industry-specific risks.

FCF is the remaining cash a company has after covering all expenses.

High FCF can signify a company has high potential for growth and shareholder value over time.

Trailing FCF measures a company's remaining cash over a past period of time.

Future FCF estimates a company's future cash flows and ability to be profitable.

TOP 10 HOLDINGS

| TICKER | COMPANY | % WT. | TICKER | COMPANY | % WT. |
|--------|---------------------------|-------|--------|---------------------|-------|
| ASO | Academy Sports & Outdoors | 2.77% | UFPI | Ufp Industries | 2.55% |
| BC | Brunswick Corp | 2.71% | NXST | Nexstar Media Group | 2.54% |
| THO | Thor Inds | 2.62% | CMC | Commercial Metals | 2.53% |
| SWKS | Skyworks Solutions | 2.60% | TKR | Timken | 2.48% |
| DELL | Dell Technologies | 2.59% | WLK | Westlake Corp | 2.48% |

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

STARTING UNIVERSE

The 1000 most liquid US listed companies tracked by the Syntax 1000 Index.¹

TRAILING & FORWARD FREE CASH FLOW YIELD FILTER

Select the 100 highest free cash flow yield stocks as measured by equally weighting trailing & forward free cash flow yield for each stock.

DIVIDEND GROWTH FILTER

Filter for dividend paying stocks that also have three years of uninterrupted annual dividend growth.

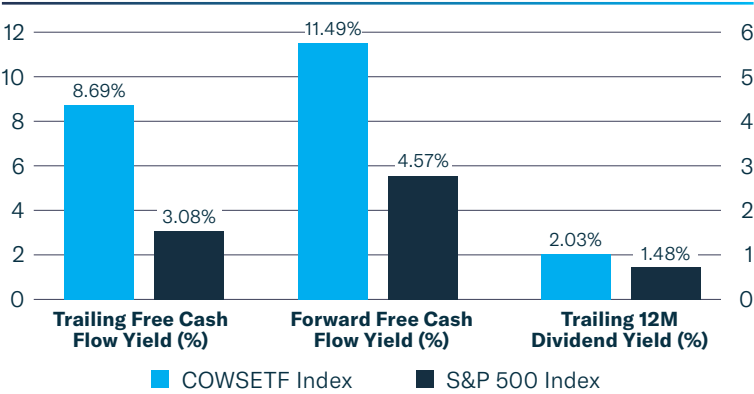
QUALITY SCREEN

Eliminate any stocks with a payout ratio greater than 75% or in the top 10% of dividend yield of the remaining universe.

FINAL PORTFOLIO

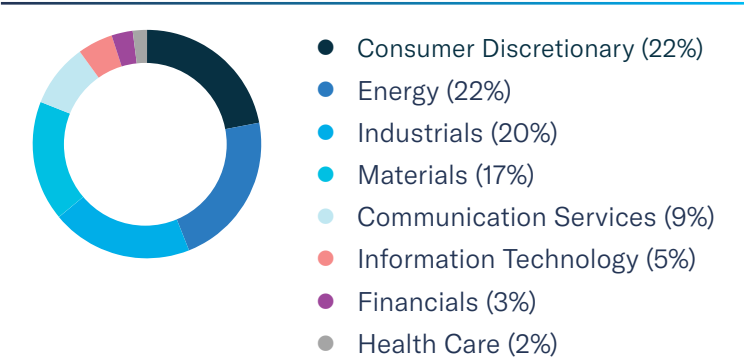
A modified equal-weight portfolio of 40 to 100 stocks.

HIGH FREE CASH FLOW + DIVIDEND GROWTH



Past performance is not a guarantee of future results. Index performance is not representative of fund performance. Source: Amplify ETFs and Syntax LLC. Yield on 12/31/23. Trailing and forward (future) free cash flow yield are indicators that compare free cash flow and market cap. Trailing 12 month dividend yield includes all dividends paid during the past year in order to calculate the dividend yield.

SECTOR ALLOCATION



PERFORMANCE

| | CUMULATIVE (%) | | | ANNUALIZED (%) | |
|------------------|----------------|-----|-----------------|----------------|-----------------|
| | 1 MO. | YTD | SINCE INCEPTION | 1 YR. | SINCE INCEPTION |
| Fund NAV | 7.63% | N/A | 8.72% | N/A | N/A |
| Closing Price | 7.66% | N/A | 8.78% | N/A | N/A |
| COWSETF Index | 7.64% | N/A | 8.73% | N/A | N/A |
| S&P 500 TR Index | 4.54% | N/A | 7.42% | N/A | N/A |

Fund inception date: 9/13/2023. 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/COWS](https://amplifyetfs.com/COWS). Brokerage commissions will reduce returns.

Indexes are unmanaged and it's not possible to invest directly in an index. The COWSETF Index is comprised of at least 40 and up to 100 mid- to large-capitalization publicly traded equity securities of US companies exhibiting characteristics of high free cash flow and consistent dividend growth. The S&P 500 Total Return Index is a market-capitalization-weighted index of the 500 largest U.S. publicly traded companies.

¹The Syntax US 1000 Index is a broad-based US equity index that tracks the top 1000 companies within the Syntax US 3000 Index, excluding companies in the financials sector as determined by Syntax LLC.

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. Read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. The fund is new with limited operating history. You could lose money by investing in the Fund. 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. There can be no assurance that the Fund's investment objectives will be achieved. Brokerage commissions will reduce returns. Although the Shares are listed for trading on the Exchange, there can be no assurance that an active trading market for the Shares will develop or be maintained.

The value of the Shares will fluctuate with changes in the value of the equity securities in which it invests. 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. Diversification does not assure a profit or protect against a loss in a declining market. The Fund is susceptible to operational risks through breaches in cyber security. Small and/or mid-capitalization companies may be more vulnerable to adverse general market or economic developments.

There is no guarantee that a company will pay or continually increase its dividends. The Fund intends to estimate annual income and pay in monthly installments. In doing so, some portion of the distribution could be considered a return of capital for tax purposes.

The Fund employs a "passive management" or indexing investment approach that seeks investment results that correspond (before fees and expenses) generally to the performance of its underlying index. Differences in timing of trades and valuation as well as fees and expenses, may cause the fund to not exactly replicate the index known as tracking error.

*The Fund's investment adviser has agreed to waive the management fees for the Fund until at least September 11, 2024.

Amplify Investments LLC serves as the investment adviser to the Fund. Kelly Strategic Management, LLC and Penserra Capital Management LLC each serve as investment sub-advisers to the Fund.

Amplify ETFs are distributed by Foreside Fund Services, LLC.

Not FDIC Insured | No Bank Guarantee | May Lose Value