

# EMFQ

AMPLIFY EMERGING MARKETS  
FINTECH ETF

As of 3/31/22

## Invest in the Emerging Markets Digital Revolution



### WHY INVEST IN EMFQ?

#### 1. Transition from Cash-based to Digital World

The pandemic has accelerated the transition from cash-based to a more digital world. The once lagging digital infrastructure in Emerging and Frontier Markets had to quickly accelerate to accommodate these new behaviors that are fueling rapid innovation in FinTech.

#### 2. Supported by Favorable Demographics

Emerging Markets make up nearly 86% of the world's population and only 37% of the world's goods and services.<sup>1</sup> Home to a young, tech-savvy population, emerging countries have shifted from being primarily export-driven to increasingly consumer-oriented-growth economies.

#### 3. More Smartphones than Bank Accounts

According to the World Bank, 1.6 billion people are "unbanked" globally, with Morocco, Vietnam, Egypt, Philippines, and Mexico having the largest unbanked populations.<sup>2</sup> By contrast, 80.6% of the world's population owns a smartphone, or 6.4 billion people.<sup>3</sup> It is estimated that financial identities for the world's unbanked population, could add \$250 billion to global GDP, mainly from developing nations in Asia and Latin America.<sup>4</sup>

**EMFQ** seeks investment results that generally correspond to the price and yield of the EQM Emerging Markets Fintech Index. The Index seeks to measure the performance of equity securities issued by emerging market and frontier market companies that derive at least 50% of their revenue from financial technology (Fintech).

### FUND FACTS

Ticker	EMFQ
CUSIP	032108870
Expense Ratio	0.69%
Inception Date	1/30/2019
Exchange	NYSE Arca
Index-Tracking	
Number of Holdings*	41

### INDEX DETAILS

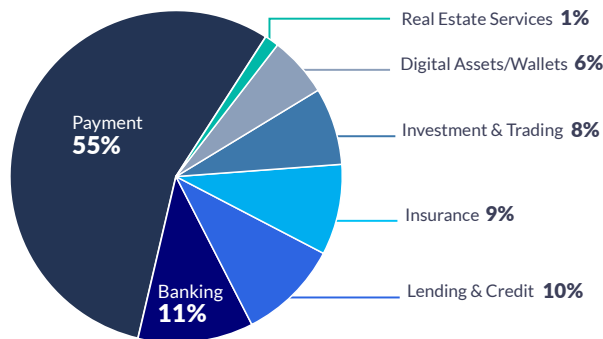
Index Name	EQM Emerging Markets FinTech Index
Index Ticker	EMFINQ
Weighting	Modified Equal Weight
Rebalance	Quarterly
Website	<a href="http://eqmindexes.com">eqmindexes.com</a>

### MARKET CAPITALIZATION

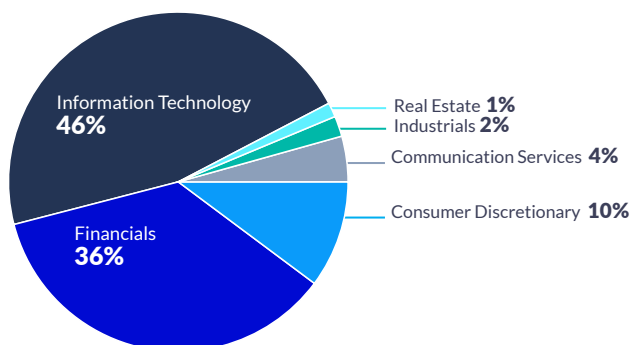
As Of 3/31/22

Large Cap (> \$10B)	29.28%
Mid Cap (\$2B - \$10B)	25.09%
Small Cap (< \$2B)	45.46%
Not Classified	0.17%

### MARKET SEGMENTS 3/31/22



### SECTOR BREAKDOWN 3/31/22

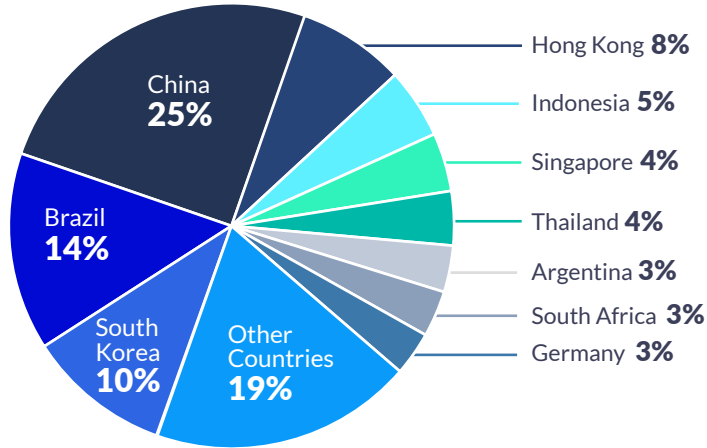


1 IMF, World Economic Outlook, April 2021;  
2 Global Finance, World's Most Unbanked Countries 2021, February 17, 2021.  
3 BankMyCell.com, December 2021.  
4 Oxford Economics, November 2019

\*as of 3/31/22

## COUNTRY ALLOCATION

As Of 3/31/22



## TOP 10 HOLDINGS

As Of 3/31/22

Ticker	Company	% Wt.
FSMART-R TB	Forth Smart Service PCL	4.12%
035600 KS	KGINICIS Co Ltd	3.85%
064260 KS	Danal Co Ltd	3.58%
MELI	Mercadolibre Inc	3.54%
UEPS	Net 1 UEPS Technologies Inc	3.51%
377300 KS	KakaoPay Corp	3.46%
PAGS	PagSeguro Digital Ltd	3.38%
JMIA	Jumia Technologies AG-ADR	3.34%
NU	NU Holdings Ltd/Cayman ISL	3.33%
327 HK	Pax Global Technology Ltd	3.31%

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

## EMFQ PERFORMANCE

Quarter End as of March 31, 2022

	Cumulative (%)					Annualized (%)	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception	1 Yr.	Since Inception
Fund NAV	-5.60%	-26.87%	-41.04%	-26.87%	7.77%	-48.78%	-0.39%
Closing Price	-6.54%	-26.92%	-41.28%	-26.92%	7.16%	-49.24%	-0.67%
EQM Emerging Markets FinTech Index	-5.09%	-20.18%	-28.50%	-20.18%	69.38%	-35.59%	13.78%
EQM International Ecommerce Index	-6.85%	-26.31%	-39.58%	-20.23%	19.50%	-48.25%	2.95%

Fund inception date: 1/30/2019. Effective 2/10/2022, the Fund's name changed from the Amplify International Online Retail ETF (XBUY) to the Amplify Emerging Market FinTech ETF (EMFQ). The Fund now tracks the EQM Emerging Markets FinTech Index. 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. Brokerage commissions will reduce returns. For performance data current to the most recent month-end please call 855-267-3837 or visit [AmplifyETFs.com/EMFQ](https://AmplifyETFs.com/EMFQ).

**Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' statutory and summary prospectus, which may be obtained by calling 855-267-3837 or by visiting [AmplifyETFs.com](https://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 fintech 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. 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.

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 emerging and frontier markets 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 Emerging Markets FinTech 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



### QUESTIONS?

Visit [AmplifyETFs.com/EMFQ](https://AmplifyETFs.com/EMFQ)

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