



Amplify ETFs Exceeds \$3 Billion in Assets Under Management

Assets surge 285% in 2020 across a diverse and growing product lineup

CHICAGO — December 29, 2020 — [Amplify ETFs](#) announces the firm has accumulated over \$3 billion in assets under management since the inception of its first exchange-traded fund (ETF) in 2016. Additionally, the firm's assets have grown 285% just in 2020 across a diverse product line of ten ETFs, with four ETFs each exceeding \$250 million in assets. The product suite of Amplify ETFs encompasses three primary categories: Core (\$770 million), Income (\$450 million), and Thematic (\$1.87 billion). Total firm assets stood at \$3.1 billion as of December 28, 2020.

"We're extremely proud of Amplify's growth to-date, particularly during a year of unprecedented uncertainty and challenging market dynamics," notes Christian Magoon, CEO of Amplify ETFs and an early advocate of the ETF structure. "We deliver expanded investment strategies for investors seeking growth, income, and capital preservation, and we look forward to continuing that mission."

Several of Amplify's funds have become market leaders in some of the most competitive ETF peer groups of 2020, including hedged ETFs and online retail. With over \$560 million in inflows year-to-date, the Amplify BlackSwan Growth & Treasury Core ETF (NYSE: SWAN) has delivered what it was designed for: to guard against significant losses while also participating in market upside.

Additionally, the firm's flagship fund, the Amplify Online Retail ETF (NYSE: IBUY) at over \$1.4 billion in assets, is the first and largest ETF to focus on the growing e-commerce trend. IBUY also has a 5-star Morningstar overall rating based on risk-adjusted returns among 40 funds in the Consumer Cyclical category (as of 9/30/20). IBUY's sister fund, the Amplify International Online Retail ETF (NYSE: XBUY), also has delivered in 2020 with a focus on e-commerce companies outside the U.S.

Other notable Amplify funds that have had strong growth in 2020 include the Amplify Transformational Data Sharing ETF (NYSE: BLOK), Amplify CWP Enhanced Dividend Income ETF (NYSE: DIVO), Amplify Lithium & Battery Technology ETF (NYSE: BATT), and the Amplify Seymour Cannabis ETF (NYSE: CNBS).

Amplify ETFs is widely recognized across the ETF industry, securing multiple award nominations from ETF.com and Fund Intelligence in their respective annual award events.

For more information about Amplify ETFs' complete product lineup, visit AmplifyETFs.com

Contacts

Sales Contact:

Amplify ETFs

855-267-3837

info@amplifyetfs.com

Media Contact:

Gregory FCA for Amplify ETFs

Kerry Davis

610-228-2098

amplifyetfs@gregoryfca.com

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

Investing involves risk, including the possible loss of principal. 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. The Fund's return may not match or achieve a high degree of correlation with the return of the underlying Index.

For full disclosure on the funds mentioned above, please refer to each Fund's respective website:

[IBUY website](#) and [Prospectus](#)

[XBUY website](#) and [Prospectus](#)

[SWAN website](#) and [Prospectus](#)

[DIVO website](#) and [Prospectus](#)

[BLOK website](#) and [Prospectus](#)

[BATT website](#) and [Prospectus](#)

[CNBS website](#) and [Prospectus](#)

For a description of the annual ETF.com awards selection process, click [here](#). For a description of the annual Fund Intelligence Mutual Fund & ETF awards selection process, click [here](#).

The Morningstar Rating™ for funds, or “star rating”, is calculated for managed products with at least a three-year history. ETFs 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 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. 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.

©2020 Morningstar. All Rights Reserved. The information contained herein: (1) is proprietary to Morningstar and/or its content providers; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. Past performance is no guarantee of future results.

Amplify ETFs are distributed by Foreside Fund Services, LLC.