

Amplify Seymour Cannabis ETF (CNBS) 7/31/19

CNBS

A Cannabis ETF Managed by Cannabis Investment Professional Tim Seymour

THE CNBS DIFFERENCE

- **PURITY** – 80% of the portfolio companies with 50% or more of their revenue from the cannabis and hemp ecosystem. CNBS is comprised of stocks with no derivative exposure.
- **PORTFOLIO MANAGER** - CNBS is an actively managed portfolio which allows the ETF to adjust its holdings on a daily basis. Tim Seymour is the portfolio manager of CNBS. Tim has over 20 years of general investment experience and has been an early stage investor and recognized voice in the cannabis industry. He serves as a board member or in an advisory role for several private cannabis companies and provides regular commentary as a host on CNBC's show Fast Money.
- **LEGAL REVIEW** - CNBS will only hold companies deemed to be abiding by the federal laws within the countries they operate.
- **DIVERSIFICATION**: CNBS will hold a basket of companies diversified by industry, market cap and business focus, which helps to mitigate single stock risk.



CNBS is an ETF investing in the fast-developing global cannabis industry. The Fund is managed by Tim Seymour, a recognized voice and experienced investor in the cannabis space.

FUND FACTS

Ticker: CNBS
CUSIP: 032108854
Intraday NAV: CNBSIV
Inception Date: 7/23/2019
Exchange: NYSE Arca
Number of Holdings: 30

FEES & EXPENSES

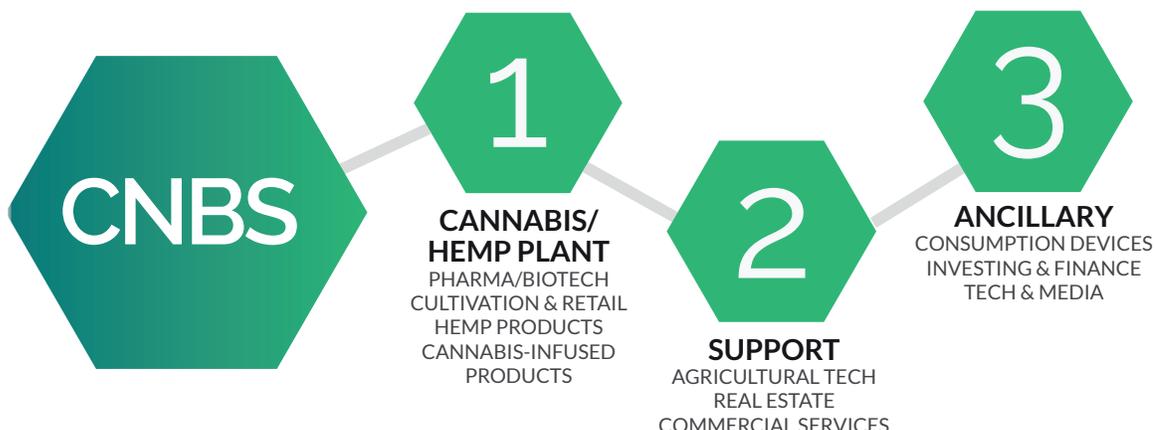
Gross Expense Ratio: 0.79%
- Fee Waiver: 0.04%*
= Net Expense Ratio: 0.75%

WHY INVEST IN CANNABIS-RELATED COMPANIES

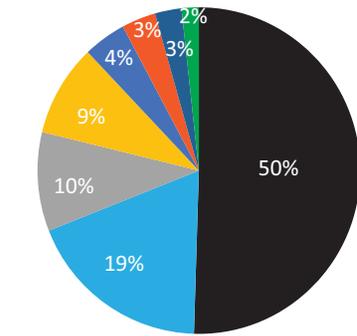
- 1 CONSUMER DEMAND**
Worldwide consumer spending on legal cannabis was \$12.2bil in 2018, up 28% (from \$9.5bil) in 2017. Forecast of \$17bil in 2019.¹
- 2 LEGALIZATION**
Currently legal in some form in 47 US states and 21 countries, with more anticipated to come.²
- 3 MEDICAL USE**
While early in its lifecycle, medical cannabis already accounted for 70% of cannabis industry market share in 2018.³ Currently three FDA approved drugs exist that incorporate cannabis compounds; however, research into other use and application cases is dramatically increasing.

PORTFOLIO SELECTION

CNBS invests at least 80% of its assets in securities of companies that derive 50% or more of their revenue from the cannabis and hemp ecosystem, across one of three classifications:

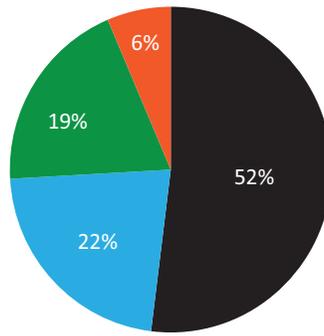


MARKET SEGMENTS
AS OF 7/31/2019



- Cultivation & Retail
- Pharmaceuticals/Biotechnology
- Hemp Products
- Investing & Finance
- Cannabis-Infused Products
- Agricultural Technology
- Real Estate
- Commercial Services

MARKET CAPITALIZATION BREAKDOWN
AS OF 7/31/2019



- LARGE CAP (>\$10 BILLION)
- MID CAP (\$2 BILLION TO <\$10 BILLION)
- SMALL CAP (\$300 MILLION TO <\$2 BILLION)
- MICRO CAP (<\$300 MILLION)

TOP 10 HOLDINGS

AS OF 7/31/2019

TICKER	COMPANY	% WEIGHT
CGC	Canopy Growth Corp	6.40
ACB	Aurora Cannabis Inc	6.36
GWPH	GW Pharmaceuticals - ADR	5.96
OGI	OrganiGram Holdings Inc	5.20
CWEB CN	Charlotte's Web Holdings Inc	5.16
LABS CN	Medipharm Labs Corp	4.27
APHA CN	Aphria Inc	4.09
CF CN	Canaccord Genuity Group Inc	3.93
RIV CN	Canopy Rivers Inc	3.78
ZYNE	Zynerba Pharmaceuticals Inc	3.62

PERFORMANCE for CNBS

Quarter End as of TBD

	CUMULATIVE (%)					ANNUALIZED (%)	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception (TBD)	1 Yr.	Since Inception (TBD)
Fund NAV	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Closing Price	TBD	TBD	TBD	TBD	TBD	TBD	TBD

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 <https://amplifyetfs.com/CNBS>. Market price returns reflect the midpoint of the bid/ask spread as of the close of trading on the exchange where Fund shares are listed.

QUESTIONS?

Visit AmplifyETFs.com/CNBS

ONLINE: AmplifyETFs.com

EMAIL: info@AmplifyETFs.com

PHONE: 855-267-3837 | (855-AMP-ETFS)



¹BDS Analytics, Arcview Market Research, 2019

²Cannabis Business Times, 2019

³Grand View Research, May 2019

Carefully consider the Fund's investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in Amplify Funds statutory and summary prospectus, which may be obtained above or 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. 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. Companies involved in the cannabis industry face competition, may have limited access to the services of banks, may have substantial burdens on company resources due to litigation, complaints or enforcement actions, and are heavily dependent on receiving necessary permits and authorizations to engage in medical cannabis research or to otherwise cultivate, possess or distribute cannabis. The possession and use of cannabis, even for medical purposes, is illegal under federal and certain states' laws, which may negatively impact the value of the Fund's investments. Securities issued by non-U.S. companies present risks beyond those of securities of U.S. issuers.

Many of the companies in which the Fund will invest are engaged in other lines of business unrelated to cannabis and these lines of business could adversely affect their operating results. Cannabis is a Schedule I controlled substance under the Controlled Substances Act ("CSA"), meaning that it has a high potential for abuse, has no currently "accepted medical use" in the U.S., lacks accepted safety for use under medical supervision, and may not be prescribed, marketed or sold in the U.S. Small and/or mid-capitalization companies may be more vulnerable to adverse general market or economic developments, and their securities may be less liquid and may experience greater price volatility than larger, more established companies as a result of several factors, including limited trading volumes, products or financial resources, management inexperience and less publicly available information. The Fund is non-diversified, which can cause greater share price fluctuation.

Amplify Investments LLC is the Investment Adviser to the Fund, and Penserra Capital Management, LLC serves as the Investment Sub-Adviser.

Amplify ETFs are distributed by Foreside Fund Services, LLC.

*The Fund's investment adviser has contractually agreed to waive its advisory fees and/or assume as its own expense certain expenses otherwise payable by the Fund to the extent necessary to ensure that total annual fund operating expenses do not exceed 0.75% of average daily net assets until July 8, 2020.