

# THE EXPERIENCE BEHIND **EASI** Amplify EASI Tactical Growth ETF

The EASI ETF utilizes the experience of several firms with specialized focus across various market segments including: portfolio management, individual stock research and ETF product management. Together these skills combine to deliver a rules-based ETF that rotates between high quality growth stocks and fixed-income securities, depending on market momentum factors. EASI seeks investment results that generally correspond to the EASI Tactical Growth Index. For more information on EASI, including the prospectus, visit [AmplifyETFs.com/EASI](http://AmplifyETFs.com/EASI).

## EASI SPONSOR & ADVISER

Amplify ETFs, sponsored by Amplify Investments, has over \$840 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 6/30/2018). Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Since its first ETF launch in 2016, Amplify has sought to build ETFs powered by investment strategies from leading index providers and asset managers within unique market segments.



## EASI INDEX Provider

### EASI Investments, LLC

David Ryan, Co-Founder of EASI Investments, LLC. Mr. Ryan founded Ryan Capital Management in 1998 after working at William O'Neil and Company for 16 years. From 1982 to 1998, David Ryan worked closely with William O'Neil, founder of Investor's Business Daily. His key responsibility at William O'Neil & Company was advising that firm's institutional clients on individual stock selection. Mr. Ryan received national attention when he won the U.S. Investing Championship three times between 1985 and 1990. Each year approximately 300 contestants, including portfolio managers, market letter writers and individual investors competed to see who could achieve the best returns.

Mr. Ryan has been quoted and featured in numerous books, magazines, newspapers and television programs including: *Market Wizards*, by Jack Schwager, *Momentum Masters*, by Mark Minervini, Forbes, Barron's, Investor's Business Weekly, The Wall Street Journal, Los Angeles Times, CNN, CBS, NBC and CNBC.

## EASI SUB-ADVISER & PORTFOLIO MANAGEMENT

### Penserra Capital Management, LLC

Penserra Capital Management LLC is a specialized institutional financial services firm, combining asset management and implementation services for ETFs. As Sub-Adviser for EASI, they oversee the day-to-day portfolio management and trading for the Fund as well as the creation/redemption basket work.



**QUESTIONS?** Contact Amplify ETFs:

**ONLINE:** [AmplifyETFs.com/EASI](http://AmplifyETFs.com/EASI)

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

**EMAIL:** [info@AmplifyETFs.com](mailto:info@AmplifyETFs.com)

*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 above or by calling 855-267-3837, or by visiting [AmplifyETFs.com](http://AmplifyETFs.com).*

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 is passively managed, and invests in the securities included in the Index regardless of their investment merit. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. The Fund invests in equity securities. The value of the Shares will fluctuate with changes in the value of these equity securities. The Fund invests in ETFs. The risks of owning an ETF, including lack of liquidity, could result in it being more volatile, and ETFs have management fees that increase their costs. High portfolio turnover (higher than 100%) may cause the Fund to incur additional transaction costs which may affect the Fund's performance. Holders of fixed-income securities will be affected by changes in interest rates, the creditworthiness of the issuer and other factors. An increase in prevailing interest rates typically causes the value of existing debt securities to fall and often has a greater impact on longer-duration debt securities and higher quality debt securities.

The EASI Growth Index is a rules-based index that was created and is maintained by EASI Investments, LLC ("EASI Investments" or the "Index Provider"). The Index uses a methodology designed to maximize risk-adjusted returns by seeking to take advantage of the investment returns provided during periods of upward acceleration in stock prices, while seeking to shield from potential investment losses during periods of downward acceleration in stock prices. In doing so, the Index seeks to tactically rotate between exposures to growth stocks and fixed-income securities.

EASI Investments is not affiliated with the Fund, Adviser, Sub-Adviser or the Distributor. The Fund is entitled to use the Index pursuant to a sublicensing arrangement with the Adviser, which in turn has a licensing agreement with the Index Provider. It is not possible to directly invest in an index.

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

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