

## EQUITY: ALPHA-SEEKING

**IBUY**Online  
Retail ETF*Online retail companies that derive at least 70% of revenue from online or virtual sales***Index-Tracking****Website:** [AmplifyETFs.com/IBUY](https://AmplifyETFs.com/IBUY)**Number of Holdings:** 39**Holding Type:** Stocks**Rebalance Schedule:** Semi-annually**BLOK**Transformational  
Data Sharing ETF*At least 80% of the fund's assets invested in companies involved in blockchain technologies***Actively Managed****Website:** [AmplifyETFs.com/BLOK](https://AmplifyETFs.com/BLOK)**Number of Holdings:** 50**Holding Type:** Stocks

## INCOME-FOCUSED

**YYY**High Income  
ETF*Multi-asset income from bond and equity closed-end funds***Index-Tracking****Website:** [YieldShares.com](https://YieldShares.com)**Number of Holdings:** 30**Holding Type:** Closed-End Funds**Rebalance Schedule:** Annually**Distribution Frequency:** Monthly**YESR**Senior Loan  
and Income*Floating rate senior loan income from closed-end funds***Index-Tracking****Website:** [AmplifyETFs.com/YESR](https://AmplifyETFs.com/YESR)**Number of Holdings:** 23**Holding Type:** Closed-End Funds**Rebalance Schedule:** Annually**Distribution Frequency:** Monthly**DIVO**Dividend +  
Option Income*Two potential sources of income in one ETF: dividends + option income from covered calls***Actively Managed****Website:** [AmplifyETFs.com/DIVO](https://AmplifyETFs.com/DIVO)**Number of Equity Holdings:** 22**Holding Type:** Stocks & Covered Calls on Individual Stocks**Distribution Frequency:** Quarterly

Quarter-end Performance as of as of 3/31/2018

	Cumulative (%)				Average Annualized (%)		
	1 Mo	3 Mo	YTD	Since Inception	1 Yr	3 Yr	Since Inception
<b>IBUY</b>							
Fund Nav	-1.19	10.29	10.29	80.15	52.90	N/A	35.28
Closing Price	-1.29	10.27	10.27	80.32	52.61	N/A	35.35
<b>YYY<sup>1</sup></b>							
Fund Nav	-0.48	-3.89	-3.89	49.24	4.83	4.92	7.14
Closing Price	-0.32	-3.73	-3.73	49.55	4.78	4.86	7.18
<b>YESR<sup>2</sup></b>							
Fund Nav	1.18	2.52	2.52	15.63	3.81	N/A	9.98
Closing Price	1.90	3.12	3.12	16.15	5.20	N/A	10.31
<b>DIVO</b>							
Fund Nav	-3.25	-2.72	-2.72	17.25	11.77	N/A	13.07
Closing Price	-3.83	-2.70	-2.70	17.56	11.98	N/A	13.29
<b>BLOK</b>							
Fund Nav	-3.60	N/A	N/A	-4.25	N/A	N/A	N/A
Closing Price	-3.68	N/A	N/A	-4.35	N/A	N/A	N/A

*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. 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. For performance data current to the most recent month-end please visit [AmplifyETFs.com](http://AmplifyETFs.com) or call 855-267-3837.*

IBUY – inception date: 4/20/16, gross expense ratio: 0.65%. YYY – inception date: 6/21/13, gross expense ratio: 1.72%. YESR – inception date: 8/29/17, gross expense ratio: 2.15%. DIVO – inception date: 12/14/16, gross expense ratio: 0.95%. BLOK - inception date: 1/17/18, gross expense ratio: 0.90% - fee waiver: 0.20% = net expense ratio: 0.70%\*.

<sup>1</sup> The inception date of the YieldShares High Income ETF (YYY) was June 21, 2013. On that date, a previous fund from a Sponsor unrelated to YieldShares was converted into the current fund and investment objective. The previous fund was called the Sustainable North American Oil Sands ETF (SNDS) and had an inception of June 12, 2012 (which is the inception of the performance information above).

<sup>2</sup> The inception date of the Amplify YieldShares Senior Loan and Income ETF (YESR) was August 29, 2017. On that date, a previous fund, the Amplify YieldShares Prime 5 Dividend ETF (PFV), was converted into the current fund and investment objective. PFV had an inception of September 21, 2016 (which is the inception of the performance information above).

**Covered call risk is the risk that the Fund (DIVO) will forgo, during the option's life, the opportunity to profit from increases in the market value of the security covering the call option above the sum of the premium and the strike price of the call, but has retained the risk of loss should the price of the underlying security decline.**

**A portfolio concentrated in a single industry is vulnerable to factors affecting the industry and may face more risks than if it were diversified broadly over numerous industries or sectors.**

**Online retail companies are subject to risks of consumer demand and sensitivity to profit margins.**

**BLOK is subject to management risk because it is actively managed. The Fund will invest at least 80% of the Fund's net assets in equity securities of companies actively involved in the development and utilization of blockchain technologies. Such investments may be subject to the following risks: the technology is new and many of its uses may be untested; theft, loss or destruction; competing platforms and technologies; cybersecurity incidents; developmental risk; lack of liquid markets; possible manipulation of blockchain-based assets; lack of regulation; third party product defects or vulnerabilities; reliance on the Internet; and line of business risk. The investable universe may include companies that partner with or invest in other companies that are engaged in transformational data sharing or companies that participate in blockchain industry consortiums. The Fund will invest in the securities of foreign companies. Securities issued by foreign companies present risks beyond those of securities of U.S. issuers. Blockchain technology may never develop optimized transactional processes that lead to realized economic returns for any company in which the Fund invests.**

**Index-tracking funds that utilize a sampling approach may experience tracking error to a greater extent than if the Fund had sought to replicate the Index.**

\*Pursuant to a contractual agreement, the Fund's investment adviser has agreed to waive management fees of 0.20% of average daily net assets until January 16, 2019. The net expense ratio is what investors have paid.

**Carefully consider the Funds' 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](http://AmplifyETFs.com). For YYY's full or summary prospectus please visit [YieldShares.com](http://YieldShares.com). Read the prospectus before investing.**

*Investing involves risk, including the possible loss of principal. An investment in the Funds is not a deposit of a bank and is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other governmental agency. There can be no assurance that the Funds' investment objectives will be achieved. 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.*

**Diversification does not assure a profit or protect against a loss in a declining market. It is not possible to invest directly in an index.**

Amplify ETFs are distributed by Quasar Distributors LLC.

The YieldShares High Income ETF (YYY) is distributed by SEI Investments Distribution Co. (1 Freedom Valley Drive, Oaks, PA 19456), which is not affiliated with Quasar Distributors LLC.

Alpha is a measure of performance on a risk-adjusted basis.