



## **Amplify ETFs Launches Amplify Seymour Cannabis ETF (NYSE Arca: CNBS)**

*Firm Enlists Tim Seymour, Co-Host of CNBC "Fast Money" and Recognized Voice in Cannabis Investing, as Portfolio Manager*

**Chicago, Illinois — (July 23, 2019)** — [Amplify ETFs](#) announces the launch of the Amplify Seymour Cannabis ETF (NYSE Arca: CNBS), an actively-managed ETF that seeks to provide exposure to the fast-developing global cannabis industry. Working alongside Amplify in bringing CNBS to market is early-stage cannabis investor, Tim Seymour, CIO of Seymour Asset Management and CNBC *Fast Money* co-host, who will serve as the fund's portfolio manager.

Companies in the CNBS portfolio must be federally legal in the countries they operate and fall into three distinct categories: cannabis/hemp plant, support cultivation and retail, and ancillary companies that provide services and products to the broader cannabis market. At least 80% of portfolio companies must also receive 50% or more of their revenue from the cannabis and hemp ecosystem.

"The global legal cannabis industry is still very much in its infancy and presents an attractive growth opportunity for investors looking to capitalize on this emerging frontier," asserted Tim Seymour. "Amplify has a track record of offering investors access to disruptive areas of the market via the ETF structure, and the cannabis industry certainly fits this mold."

As the fund's portfolio manager, Seymour will base portfolio decisions on top-down and bottom up factors, including public regulatory filings, third-party research and other public data, as well as his own evaluations of the companies' financial fundamentals, taking into consideration everything from macroeconomic data to environmental, social and governance scoring.

"Cannabis and hemp are seeing a new wave of potential use cases across multiple industries, and investors are eager to gain access to this emerging sector," said Christian Magoon, founder and CEO of Amplify ETFs. "Tim is a recognized voice and active investor in the cannabis space, and we're excited to harness his investment expertise and specialized insights to navigate and capture the expanding opportunity in the rapidly evolving industry."

For more information on CNBS, please visit [CNBSETF.com](http://CNBSETF.com).

### **About Amplify ETFs**

Amplify ETFs, sponsored by Amplify Investments, has \$750 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 6/30/2019). Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Since its first ETF launch in 2016, Amplify seeks to build ETFs powered by investment strategies from leading index providers and asset managers within unique market segments.

### **About Tim Seymour**

Mr. Seymour has over 20 years of investment experience as a portfolio manager, allocator, and capital markets professional across multiple asset classes. Mr. Seymour has been an early stage investor in the cannabis industry and serves as a board member or in an advisory role for several private cannabis companies. In addition, Mr. Seymour is a frequent and long-time contributor on CNBC, including over a decade as co-host on the show *Fast Money*. Mr. Seymour is the founder and Chief Investment Officer of Seymour Asset Management ("SAM").

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***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 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. 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. 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. Securities issued by non-U.S. companies present risks beyond those of securities of U.S. issuers. The Fund is non-diversified, which can cause greater share price fluctuation. For additional Fund-specific risks, please visit <https://amplifyetfs.com/CNBS>.

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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