Amplify Online Retail ETF (IBUY)

A New Sub-Economy Emerges

Stay-at-Home Economy

DECLINE OF BRICK-AND-MORTAR

The COVID-19 global pandemic has many people staying at home for shopping, work, school, and entertainment. U.S. retail sales saw a drop of 6.2% in March 2020 compared to March 2019, while online sales were up 9.7% in the same period.

The fastest-growing categories in E-Commerce include:

- Grocery and Meal Delivery
- Pet Supplies
- Online Payment Systems
- Cybersecurity
- Teleconferencing
- Online Education
- Streaming Services
- Telemedicine
- Virtual Fitness

Although online sales represent 11.4% of total U.S. retail sales, they have grown at an annual rate of **19%** since 1999[1].

[1]Source: U.S. Department of Commerce Quarterly Retail E-Commerce Sales 4th Quarter 2019, Reported 02/19/20

STAY-AT-HOME STOCKS

The Amplify Online Retail ETF (IBUY) is a globally-diverse basket of some of the most well-known online retail stocks. These stocks are strategically positioned to potentially benefit from the rapidly-evolving way people shop for goods & services.

Examples of some of the companies within IBUY:

Chewy, Inc.
An online retailer of pet food and other pet-related products.

Peloton Interactive, Inc.
An interactive fitness company that makes at-home gym equipment, and workout videos.

Netflix, Inc.
A streaming service that allows members to watch a wide variety of award-winning TV shows, movies, and documentaries.

Amazon.Com, Inc.
An online retailer focusing on e-commerce, cloud computing, digital streaming, and artificial intelligence.

Grubhub, Inc.
An online food ordering and delivery marketplace that connects diners with a variety of local takeout restaurants.

Amplify ETFs

Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' statutory and summary prospectus, which may be obtained by calling 855-267-3837 or by visiting AmplifyETFs.com. Read the prospectus carefully before investing.

IBUY Top 10 Holdings

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. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as the online retail industry, makes it vulnerable to factors affecting the industry. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. Investments in consumer discretionary companies are tied closely to the performance of the overall domestic and international economy, interest rates, competition and consumer confidence. Online retail companies are subject to risks of consumer demand and sensitivity to profit margins. Additionally technology and internet companies are subject to rapidly changing technologies; short product life cycles; fierce competition; aggressive pricing and reduced profit margins; the loss of patent, copyright and trademark protections; cyclical market patterns; evolving industry standards; and frequent new product introductions. Information technology companies may be smaller and less experienced companies, with limited product lines, markets or financial resources and fewer experienced management or marketing personnel. Stocks of many internet companies have exceptionally high price-to-earnings ratios with little or no earnings histories. Information technology company stocks, especially those which are internet related, have experienced extreme price and volume fluctuations that are often unrelated to their operating performance. The Fund is non-diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies. Investments in foreign securities involve greater volatility and political, economic, and currency risks and differences in accounting methods. The Fund's return may not match or achieve a high degree of correlation with the return of the underlying Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index.

The EQM Online Retail Index seeks to measure the performance of global equity securities of publicly traded companies with significant revenue from the online retail business. The Index methodology is designed to result in a portfolio that has the potential for capital appreciation. The Adviser and Sub-Adviser believe that companies with significant online retail revenues may be best positioned to take advantage of growth in online retail sales and shoppers versus companies with less significant online retail revenues. Eligible constituents derive at least 70% of revenues from online and/or virtual business transactions (as opposed to brick and mortar and/or in-store transactions) in one of three online retail business segments: traditional online retail; online travel; and online marketplace. An investment cannot be made directly in an index.

EQM Indexes is the Index Provider for the Fund. EQM Indexes is not affiliated with the Trust, the Investment Adviser or the distributor. The Investment Adviser has entered into a license agreement with EQM Indexes to use the Online Retail Index. The Fund is entitled to use its Index pursuant to a sublicensing arrangement with the Investment Adviser.

Diversification does not assure a profit or protect against a loss in a declining market. Amplify Investments LLC serves as the investment advisor and Penserra Capital Management LLC serves as sub advisor to the fund.

Amplify ETFs are distributed by Foreside Fund Services, LLC.

QUESTIONS?
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