



Amplify ETFs Launches the Amplify CrowdBureau® Peer-to-Peer Lending & Crowdfunding ETF (NYSE Arca: LEND)

ETF offers access to the growing P2P lending & equity crowdfunding industry

CHICAGO — (May 9, 2019) — [Amplify ETFs](#) announces the launch of the Amplify CrowdBureau® Peer-to-Peer Lending & Crowdfunding ETF (NYSE Arca: LEND), an index-based ETF that seeks exposure to the peer-to-peer (P2P) lending and equity crowdfunding ecosystem.

LEND seeks investment results that generally correspond to the CrowdBureau® Peer-to-Peer Lending & Equity Crowdfunding Index (the "Index"). To be eligible for inclusion in the index, companies must operate within one of the four business segments: 1) peer-to-peer lending and equity crowdfunding platforms, 2) providers of technology and software solutions to the P2P lending and equity crowdfunding industry, 3) social networking platforms, and 4) financial institutions with dedicated P2P lending & equity crowdfunding platforms.

LEND offers access to a diverse group of global companies providing solutions for capital needs. CrowdBureau (Index Provider) brings expertise and thought leadership to the P2P lending and equity crowdfunding industry.

Crowdfunding is an umbrella term generally referring to the financing method, typically internet-based, by which capital is raised through the solicitation of small individual investments or contributions from a large number of persons, entities or institutions that lend money directly or indirectly to businesses or consumers.

"Businesses and consumers seeking alternative sources for capital are finding more opportunity in P2P lending and equity crowdfunding platforms," said Christian Magoon, CEO of Amplify ETFs. "As the development of these platforms advances and more borrowers seek respite from the inefficiencies found within the traditional banking system, we're excited to offer growth-oriented investors an attractive way to capitalize on this shift in behavior."

"The peer-to-peer lending and equity crowdfunding industry has established itself as a disruptor to the traditional financial and banking sectors, while at the same time providing opportunities for growing partnerships that strengthen capital formation," said Kim Wales, CEO of CrowdBureau®.

Investors can learn more about LEND at AmplifyETFs.com/LEND.

About Amplify ETFs

Amplify ETFs, sponsored by Amplify Investments, has over \$750 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 4/30/2019). 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.

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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 Amplify 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.

Investing involves risk, including the possible loss of principal. The platforms in which the Fund may invest may have a higher risk profile and be more volatile than companies engaged in lines of business with a longer, established history and such investments should be viewed as longer term investments. Many of the peer-to-peer lending platforms, and investment crowdfunding in general, are in the early stages of development and have a limited operating history. As a result, there is limited historical data regarding the performance of peer-to-peer lending and the long-term outlook of the industry is uncertain.

For the complete list of Fund risks and considerations, please visit AmplifyETFs.com/LEND.

The CrowdBureau® Peer-to-Peer Lending and Equity Crowdfunding Index is a rules-based stock index owned, developed and maintained by CrowdBureau Corporation designed to provide exposure to the U.S.-listed equity securities of companies comprising the “crowdfunding ecosystem.”

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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