



Amplify

ETFs

The Growing Investment Opportunity in Blockchain

OPPORTUNITIES AMPLIFIED

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Investing involves risk, including possible loss of principal.

Discussion Topics

- Blockchain Growth & Trends
- Bitcoin/Crypto Update
- Applications of Blockchain in a COVID-19 World
- Blockchain Predictions for the “New Normal”
- BLOK ETF Overview

Worldwide spending on blockchain solutions 2019:

\$2.7bn USD

Share of companies in the consumer products & manufacturing industry currently using blockchain:

29%

The size of the global blockchain market is expected to grow from \$3B in 2020 to \$39.7B by 2025 - a CAGR¹ of 67.3%*.

This growth will be driven by three main sources:

- **venture funding**
- **enterprise investment in blockchain technology**
- **rise of blockchain solutions for supply chain management**

Geographic expansion into emerging markets

Growth of private blockchains

**Source: MarketsandMarkets*

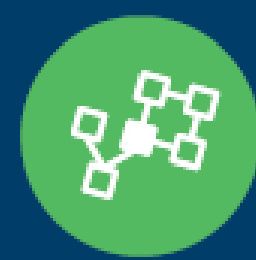
¹CAGR: Compound Annual Growth Rate

Actual results may vary

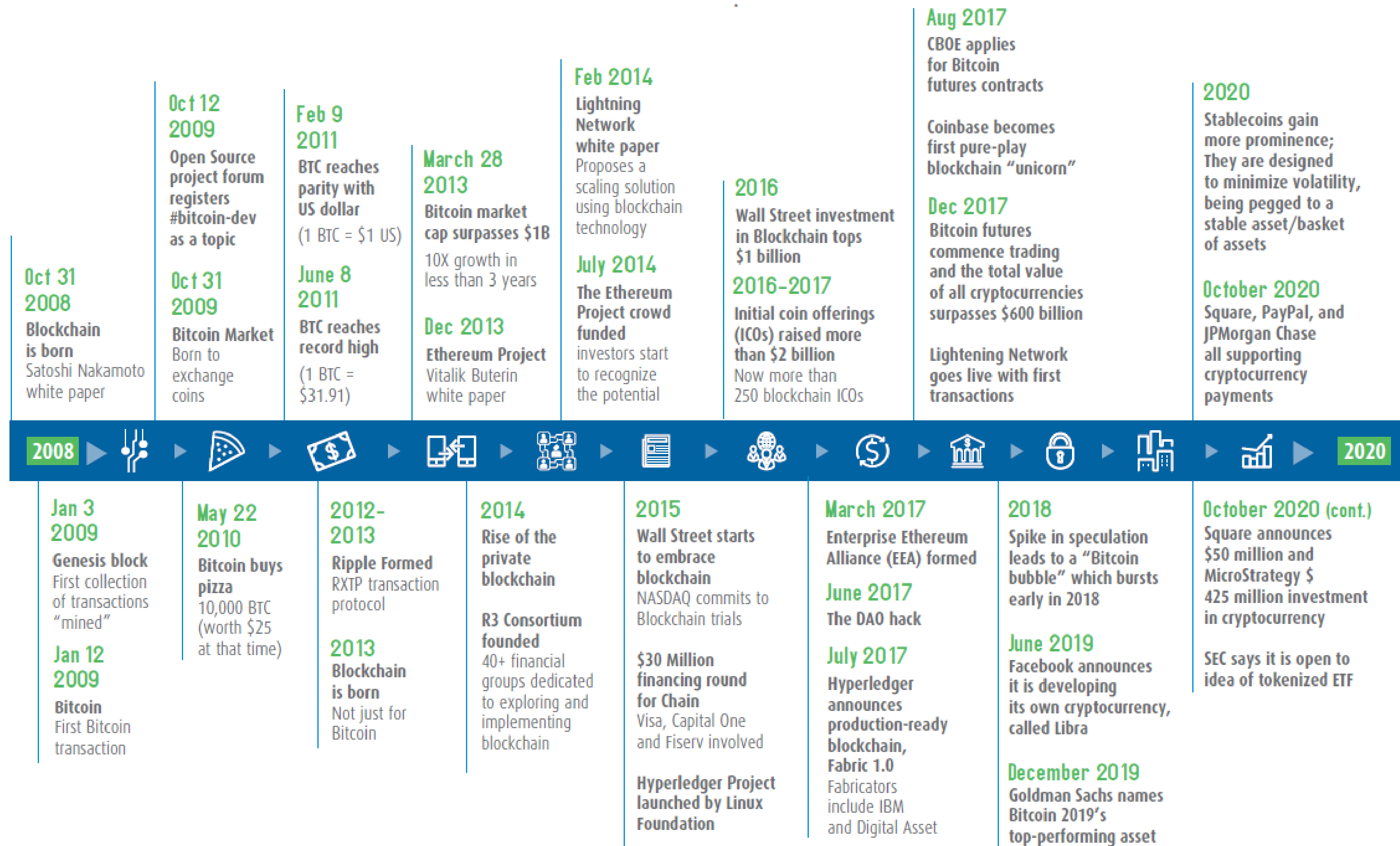
Bitcoin: The Original Use-Case for Blockchain

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Crypto is not blockchain, but an application running on the blockchain



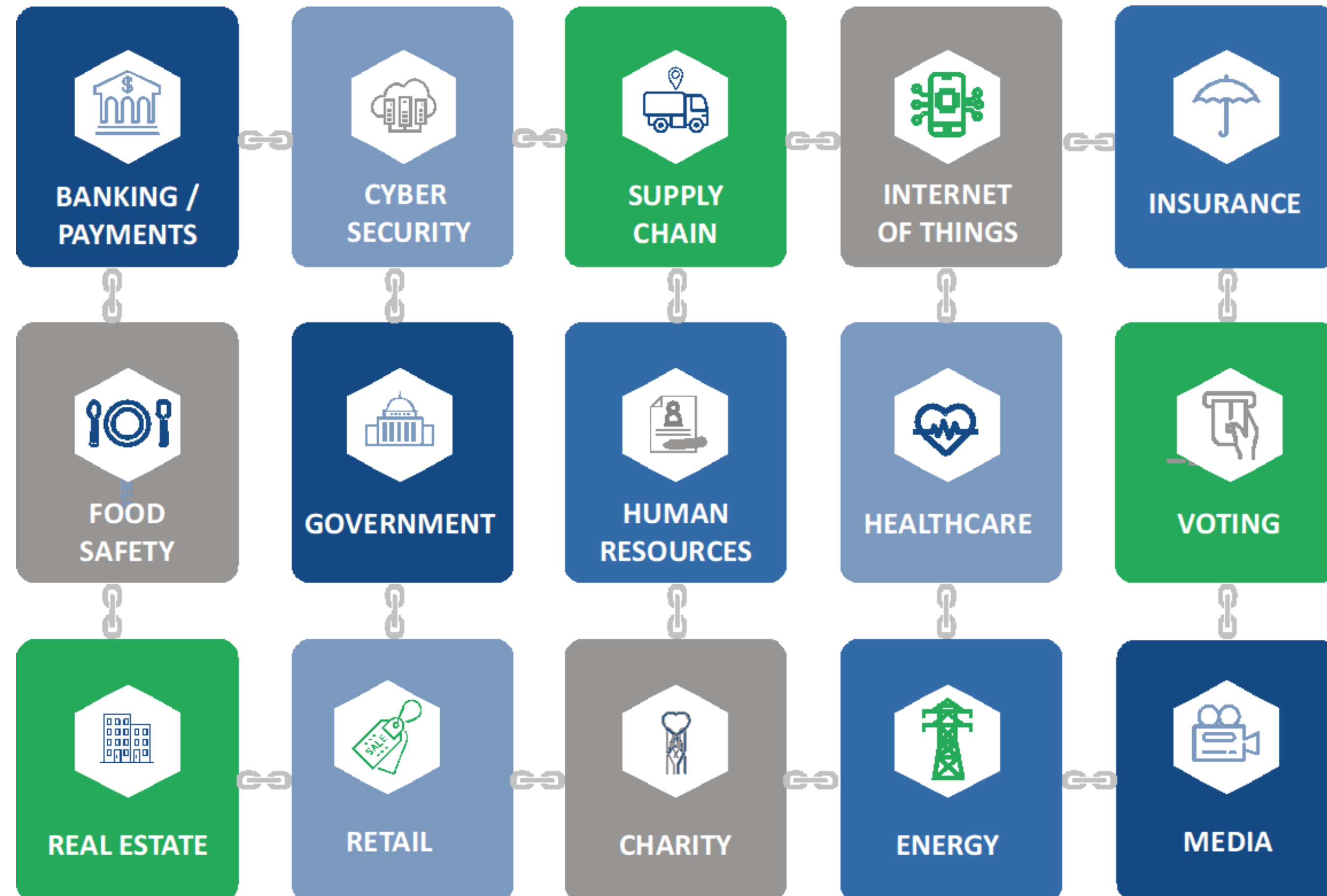
History of Blockchain Major Milestones



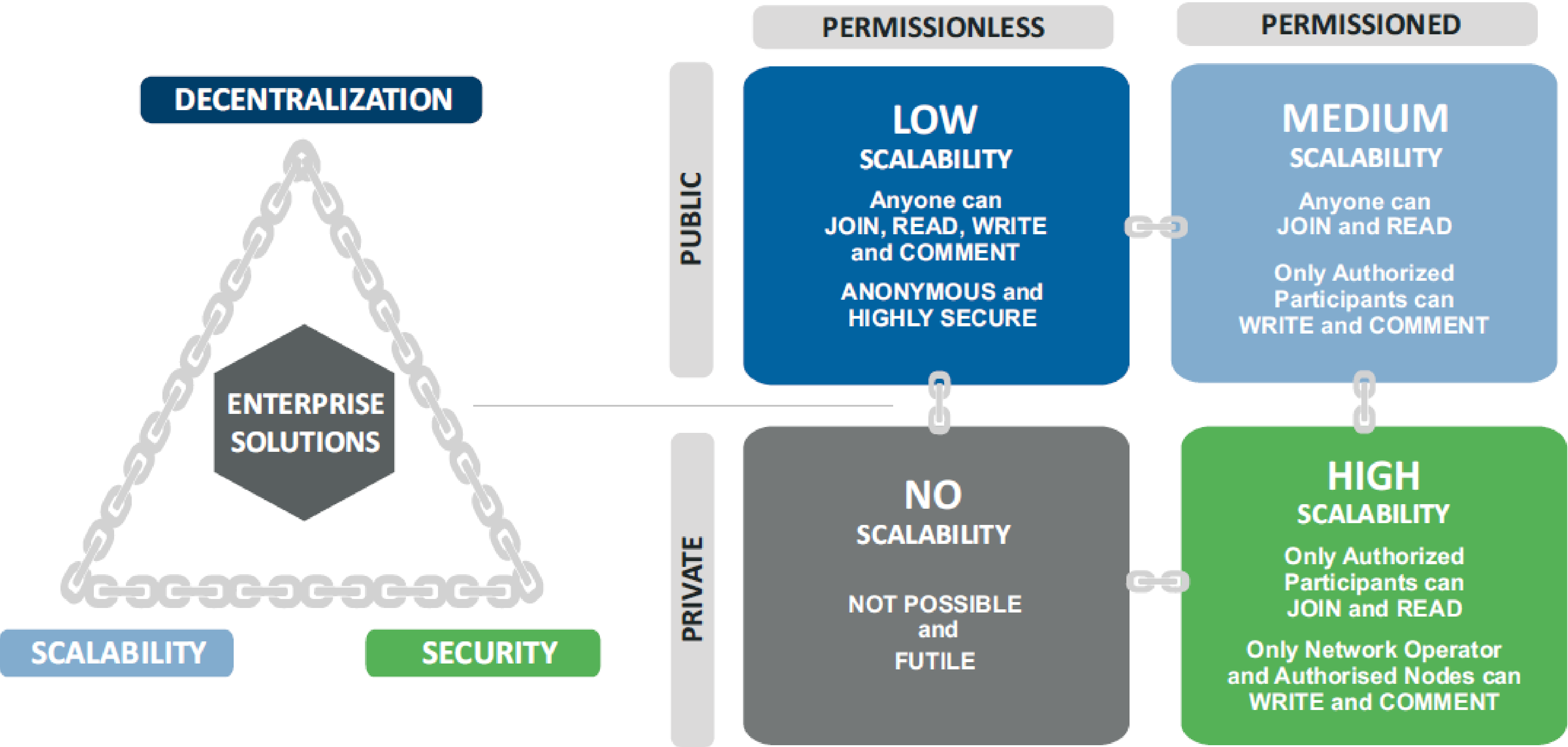
The Applications for Blockchain Technology Continue to Grow

Top Industries to Benefit from Transparent Distributed Ledger Technology

- Central Bank Digital Currencies (CBDC) and Stablecoins
- Digital Identity
- Supply Chain
- Healthcare and the Life Sciences
- Food Safety
- Voting
- Charitable Donation
- Real Estate



For enterprise use-cases, a permissioned and private network is usually the best fit.





The Fund does not track the spot price of bitcoin. Bitcoin performance is provided for informational purposes only and does not represent the Fund. Past performance does not guarantee future results. Short-term performance may often reflect conditions that are likely not sustainable, and thus such performance may not be repeated in the future.

Cryptocurrency as an Asset Class

- Bitcoin was up 85.30% in 2019, and is up 169.70% YTD 2020 (as of 12/14/20)
- Every four years the mining reward for Bitcoin is halved.
- Billionaire portfolio managers Paul Tudor Jones, Bill Miller, and Stanley Druckenmiller all have embraced Bitcoin as an asset class
- CEOs like Michael Saylor (MicroStrategy) and Jack Dorsey (Square) have used their Treasury to buy Bitcoin
- Institutions and Endowments are increasing their allocations to Bitcoin (e.g. Stone Ridge)
- Endowments like Yale, Harvard, MIT, Stamford, Dartmouth, and UNC are targeting investments in crypto (as well as venture capital in blockchain)

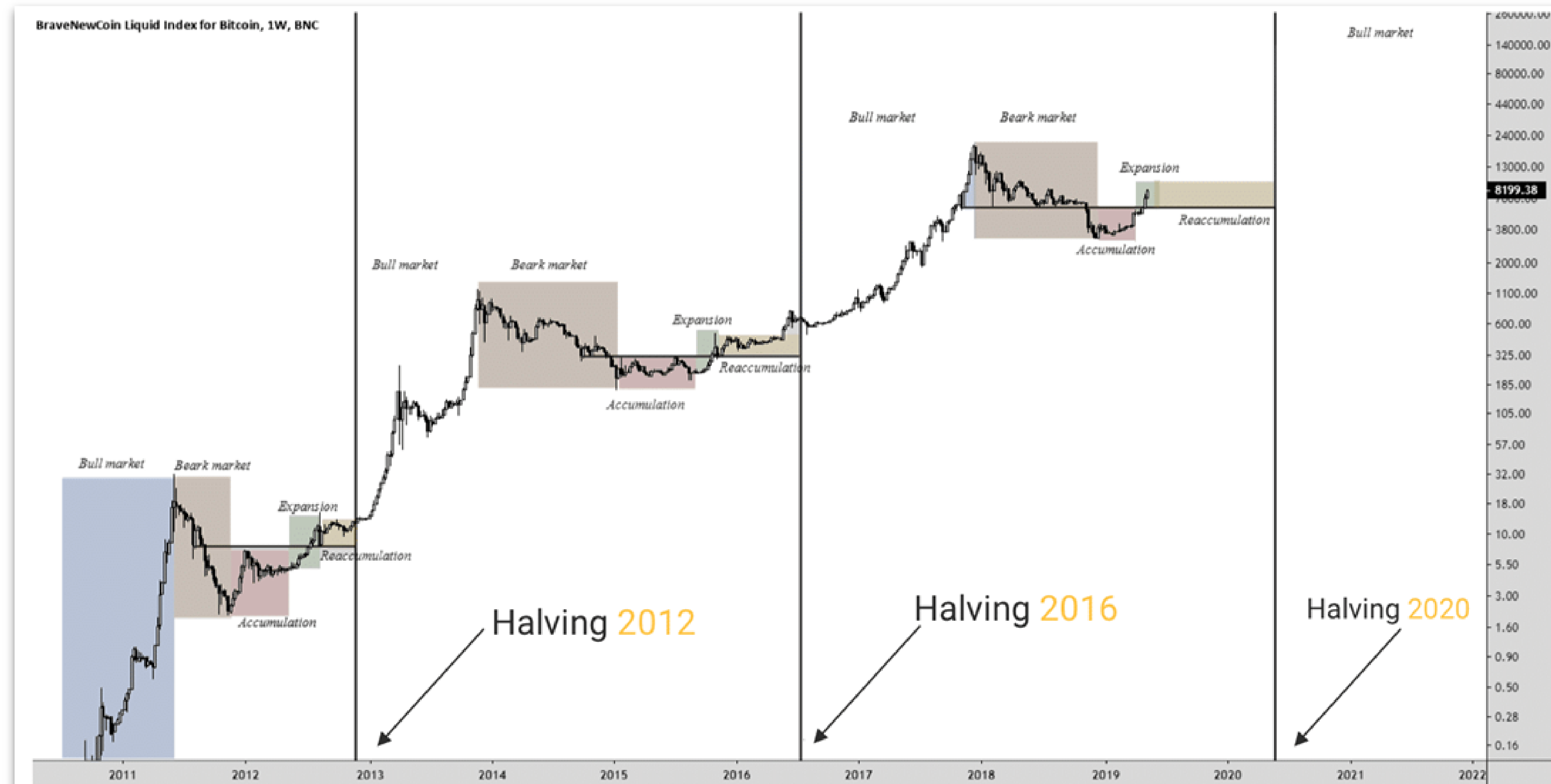
**Source: YCharts*

Some Progress by U.S. institutions in the digital dollar race

- Facebook Libra abandoned plans for a multi-currency backing: now focusing exclusively in USD backing.
- Naysayer JP Morgan has done an about-face.
 - The firm has set up its own cryptocurrency business called Onyx with more than 100 employees
 - They also set up their own JPM stable coin and made a strategic investment in ConsenSys.
- Regulatory hurdles related to the connectivity of cryptocurrency “pipes” have been advanced by partnerships (i.e. former CFTC chairman Christopher Giancarlo and Accenture with the Digital Dollar project).

Bitcoin “halving” event on May 12, 2020

- Scheduled drastic reduction of Bitcoin’s monetary inflation
- Two previous halving events (2012 and 2016) preceded bull runs in Bitcoin’s price



BraveNewCoin Liquid Index for Bitcoin

Source: tradingview.com

Past performance does not guarantee future results.

Three Key Markets Poised for Blockchain Disruption





Contactless Payments

- **Move to Cashless Society** – Early in March, WHO warned that banknotes may spread the virus and recommended “contactless” forms of payment.
- **U.S. is Behind in Contactless Payment** – Visa says 48% of its in-person transactions (excluding the U.S.) are contactless. That includes more than 90% of transactions in Australia and more than 50% in the U.K. and Canada. In the U.S., less than 0.25% of POS transactions were contactless.
- **New Need for Fraud Protection** - Blockchain distributed ledger technology can track assets and payments securely.
- **Growth for Tokenized Mobile Wallets** – “Tap and go” wallets like Apple and Google Pay do not even require a PIN! This will spur the growth of more secure, peer-to-peer, contactless payment solutions that use authentication, monitoring, and data encryption.
- **“New Normal” of Digital Innovation** – Cash and checks will be replaced by digital payment systems and new, more secure, digital currencies.



Supply Chain Management

“COVID-19 crisis has revealed a general lack of connectivity and data exchange built into our global supply chains. Future resiliency will depend on building transparent, interoperable and connective networks.” – World Economic Forum COVID Action Platform

“If there were any lingering doubts over the value of blockchain platforms to improve the transparency of businesses that depend on the seamless integration of disparate networks, COVID-19 has all but wiped them away.”

"We cannot afford to continue operating in the dark."

—Mariam Obaid Al Muhairi, Project Manager at the Dubai Future Foundation

In response to these challenges, the World Economic Forum, in association with its international blockchain community, including C4IR UAE, co-developed the Redesigning Trust: Blockchain Deployment Toolkit, with a supply chain focus.



Healthcare Applications

Medical Supply Chain

- Blockchain is being leveraged to connect buyers with non-traditional suppliers producing masks and other PPE needed to combat COVID-19
- IBM (Hyperledger Fabric) launched its **Rapid Supplier Connect** solution on April 27th which leverages blockchain to help government agencies and healthcare organizations source equipment.

Testing and Contact Tracing

- Due to the inherent transparency of the technology, hospitals could guarantee that all patients' health records were "tamper-proof", while still ensuring the data's privacy.

Medical Research

- It takes vast amounts of raw processing power to run protein fold simulations that researchers use to look for vaccines and therapies – distributed computing power can help.
- A series of ongoing efforts across universities, medical academia, the private sector and even private citizens are harnessing distributed systems in the fight against COVID-19.



We believe:

- 1.** COVID-19 will expand and accelerate the trend toward a cashless society with digital currency solutions
- **2.** Worldwide spending on blockchain solutions will increase post the COVID-19 crisis (IDC)
- **3.** Blockchain will become an important tool in fighting the COVID-19 virus

The information contained herein is provided for informational purposes only. There is no guarantee that any projection, forecast or opinion in this material will be realized. The views expressed may change at any time after the date of this publication

How Can Investors Potentially Capitalize on the Increased Adoption of Blockchain?

Amplify Transformational Data Sharing ETF (BLOK)

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FUND FACTS

Ticker: **BLOK**

Assets: **\$362mil** (as of 12/31/20)

Index-based or Active? **Actively Managed**

3-Month Average Daily Volume: **184,400**

Gross Expense Ratio: 0.90%

- Fee Waiver: 0.20%¹

= Net Expense Ratio: 0.70%

Inception: **1/17/18**

Number of Holdings: **54**

Fund website: **BLOKETF.com**

Portfolio Manager: **Toroso Investments, LLC**

BLOK is an actively-managed ETF comprised of companies involved in blockchain technology. The ETF also invests indirectly in bitcoin through ownership of another indirect investment vehicle, the Bitcoin Investment Trust.

WHY INVEST IN BLOK?

- 1 Global equity portfolio** of professionally-selected companies involved in transformational data sharing technology.
- 2 Convenience and transparency** of the ETF structure.
- 3 Active management approach** that we believe enables the Fund to remain flexible and identify companies that are best positioned to profit from the developing transformational data sharing technology space.

¹ 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 March 1, 2021.

BLOK Portfolio Management Process

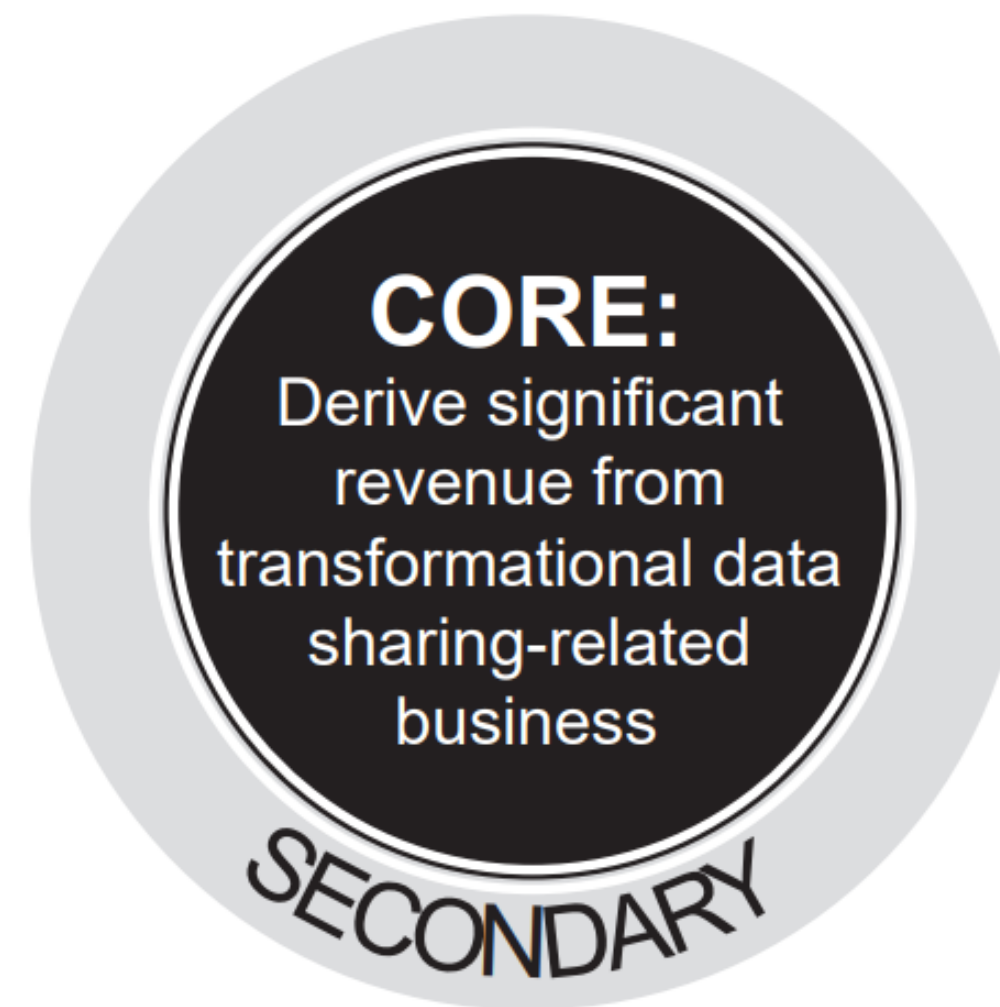
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IDENTIFY

PUBLICLY-TRADED COMPANIES THAT ARE:

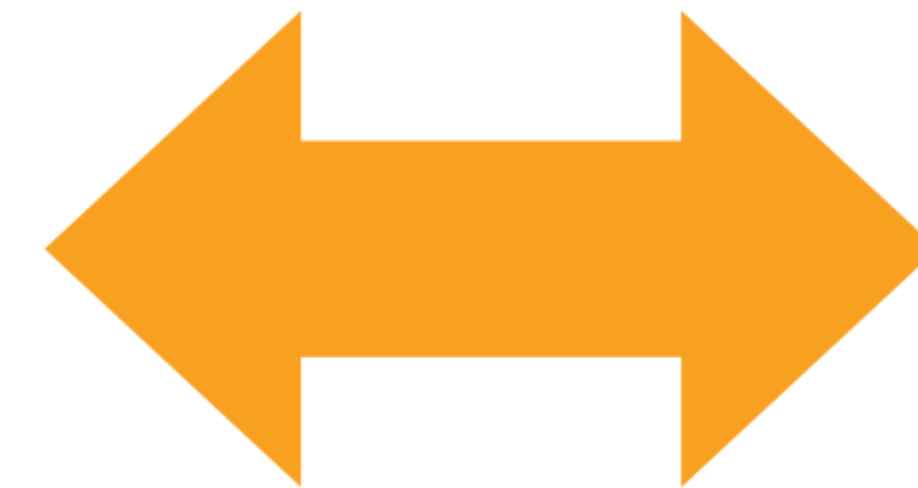
- 1 actively engaged in research & development and/or implementation;
- 2 profiting from the demand for transformational data sharing applications;
- 3 partnering with or investing in companies;
- 4 acting as a member of multiple transformational data sharing consortiums.

CLASSIFY



Directly invests or partners in transformational data sharing companies

MANAGE

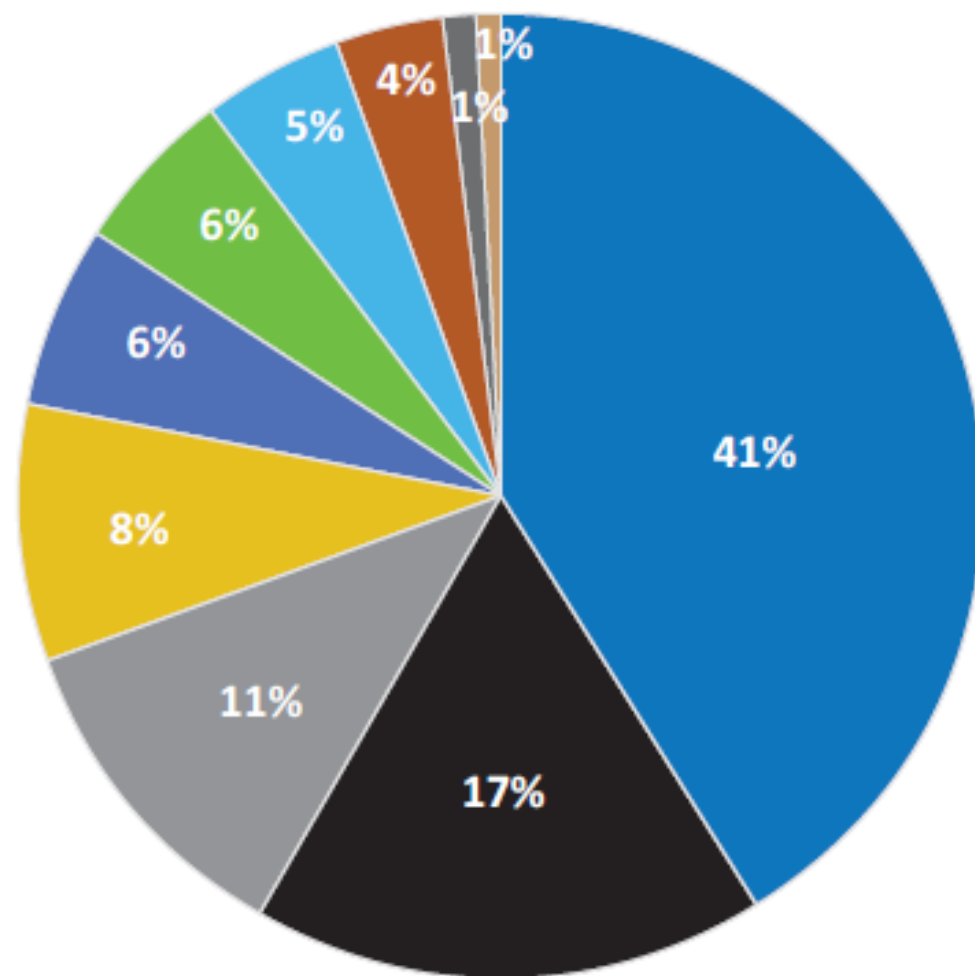


Managers adjust portfolio based on variables including: company fundamentals, valuation and news

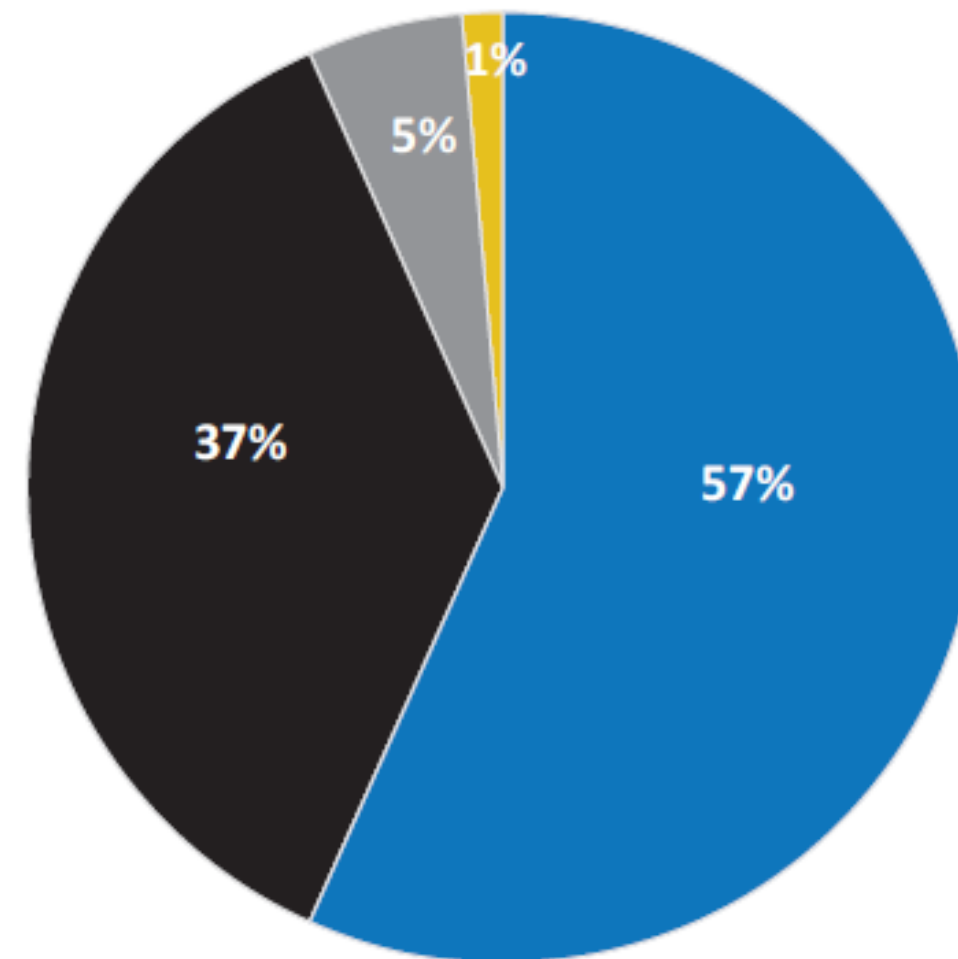
BLOK Portfolio Composition

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INDUSTRY ALLOCATION AS OF 12/31/2020



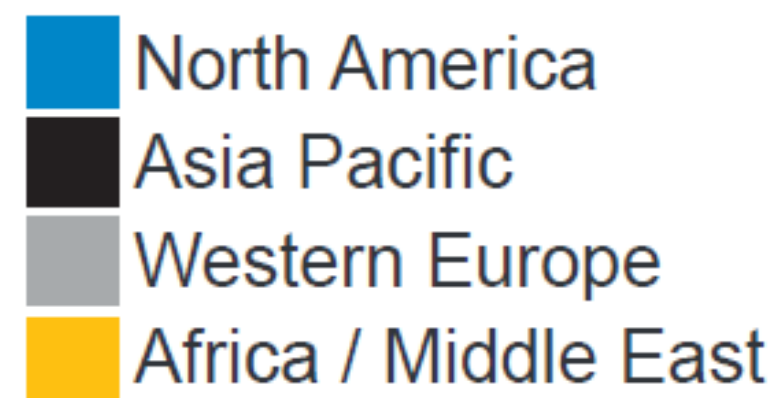
REGIONAL ALLOCATION AS OF 12/31/2020



TOP 10 HOLDINGS AS OF 12/31/2020

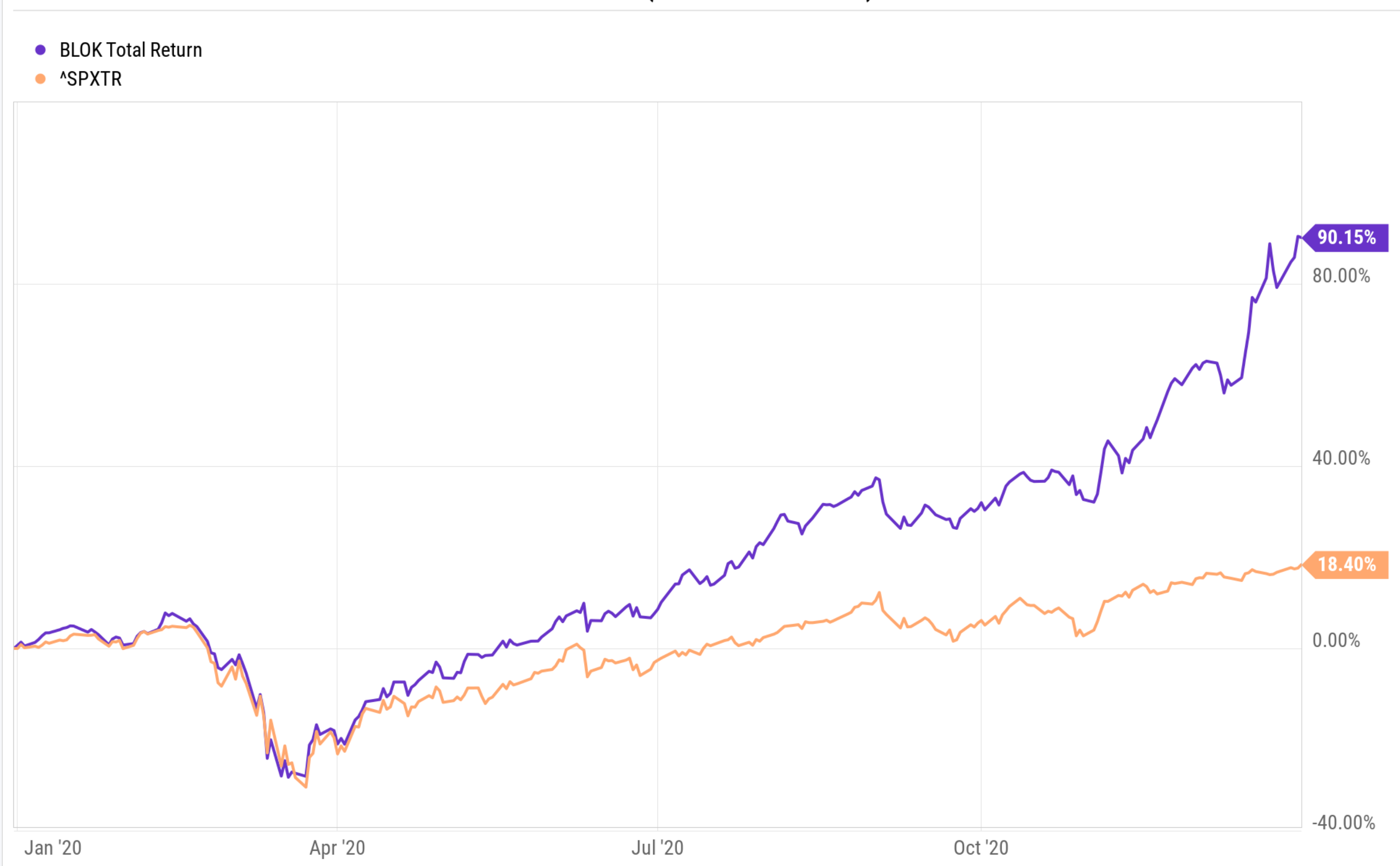
TICKER	COMPANY	% WEIGHT
SI	Silvergate Capital Corp	5.18%
SQ	Square Inc.	4.38%
MSTR	MicroStrategy Inc.	4.36%
GLXY CN	Galaxy Digital Holdings Ltd	4.18%
PYPL	PayPal Holdings Inc.	3.77%
MARA	Marathon Patent Group	3.52%
HIVE CN	Hive Blockchain Technologies	3.20%
9449 JP	GMO Internet Inc.	3.17%
ICE	Intercontinental Exchange	3.10%
4819 JP	Digital Garage Inc.	3.04%

Holdings and allocations are subject to change at any time and should not be considered a recommendation to buy or sell any security.



BLOK Performance – 2020

BLOK ETF Performance vs. S&P 500 Total Return Index - 2020 (12/31/19 - 12/31/20)



The Amplify Transformational Data Sharing ETF (BLOK) investment objective and strategy differs substantially from the S&P 500 Total Return Index, which is used for comparison purposes as a widely recognized measure of U.S. stock market performance. While the returns of BLOK have exhibited positive (but varying) correlation to the index over time, BLOK may invest in different securities and in different proportions than in the S&P 500 Total Return index.

The Standard & Poor's (S&P) 500 Total Return Index is a market-capitalization-weighted index of the 500 largest U.S. publicly traded companies by market value, and assumes distributions are reinvested back into the index. It is not possible to invest directly in an index.

Source: YCharts. For illustrative purposes only. Past performance does not guarantee future results. Investors cannot directly invest in an index. Standardized performance for the Fund can be found on Slide 20.

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. The Fund's gross expense ratio is 0.90%, and Net Expense Ratio of 0.70%. For the most recent month-end performance, please visit the Fund's website at AmplifyETFs.com/BLOK.

BLOK Performance – Month- and Quarter-End

	CUMULATIVE (%)					ANNUALIZED (%)	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception (1/17/18)	1 Yr.	Since Inception (1/17/18)
<i>Month end as of December 31st, 2020</i>							
Fund NAV	17.10%	45.12%	75.15%	88.18%	83.16%	88.18%	22.72%
Closing Price	17.68%	45.40%	76.60%	90.07%	84.13%	90.07%	22.94%
<i>Quarter end as of December 31st, 2020</i>							
Fund NAV	17.10%	45.12%	75.15%	88.18%	83.16%	88.18%	22.72%
Closing Price	17.68%	45.40%	76.60%	90.07%	84.13%	90.07%	22.94%

Source: US Bancorp Fund Services. The starting price for the Since Inception cumulative return is \$25.00

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Investing in Companies Involved in Blockchain Technology

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[AmplifyETFs.com/BLOK](https://www.amplifyetfs.com/BLOK)

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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 prospectus, which may be obtained by calling 855-267-3837 or visiting AmplifyETFs.com. Read the prospectus carefully before investing.

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. Brokerage commissions will reduce returns. The Fund is subject to management risk because it is actively managed. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as companies actively engaged in blockchain technology, makes it vulnerable to factors affecting the companies. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. Blockchain technology may never develop optimized transactional processes that lead to realized economic returns for any company in which the Fund invests.

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.

The Fund may have exposure to cryptocurrencies such as bitcoin indirectly through investment funds, including through an investment in the Bitcoin Investment Trust ("GBTC"), a privately offered, open-end investment vehicle. Even when held indirectly, investment vehicles like GBTC may be affected by the high volatility associated with cryptocurrency exposure. Holding a privately offered investment vehicle in its portfolio may cause the Fund to trade at a premium or discount to NAV. Many significant aspects of the U.S. federal income tax treatment of investments in cryptocurrencies are uncertain and such investments, even indirectly, may produce non-qualifying income for purposes of the favorable U.S. federal income tax treatment generally accorded to regulated investment companies.

Amplify Investments LLC is the Investment Adviser to the Fund, and Toroso Investments, LLC is the Investment Sub-Adviser.

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