

BATT

Amplify Lithium & Battery
Technology ETF

Investment Case for Lithium & Battery Technology

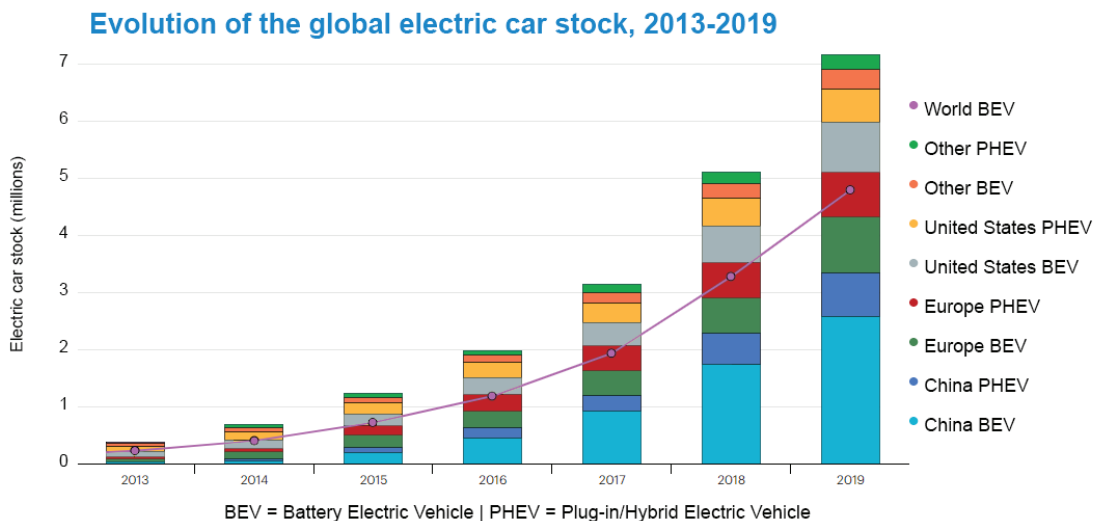
WHY LITHIUM BATTERY TECHNOLOGY?

The adoption rate of electric vehicles (EVs) is accelerating at a rapid pace, creating significant opportunities for investment in battery metals, such as lithium, cobalt, nickel, graphite, vanadium and manganese, and the battery technologies that utilize these materials in their battery chemistry.

The long-term investment case for battery metals remains compelling amid supply constraints to meet the growing demand for lithium-ion batteries globally and the prospect of a continued rise in prices of the underlying battery metals and components.

GROWING GLOBAL OPPORTUNITY

1 Although there are many applications for lithium-ion batteries, we believe one of the most substantial opportunities is the increased adoption of electric vehicles (EVs). And while the smartphone market is approaching saturation, electric cars are expanding significantly. The International Energy Agency (IEA) estimates that electric car sales will account for about 3% of global auto sales in 2020.¹ Here is a chart illustrating the expanding EV adoption on a worldwide scale.



Past performance is not indicative of future results

¹Source: International Energy Agency (IEA) Global EV Outlook 2020

MULTIPLE DRIVERS OF DEMAND

2 A number of factors continue to fuel growth in lithium-ion batteries, including continued demand for mobile devices, electric vehicle adoption, and a rising need for energy storage solutions.

SMART DEVICES



ENERGY / HEATING



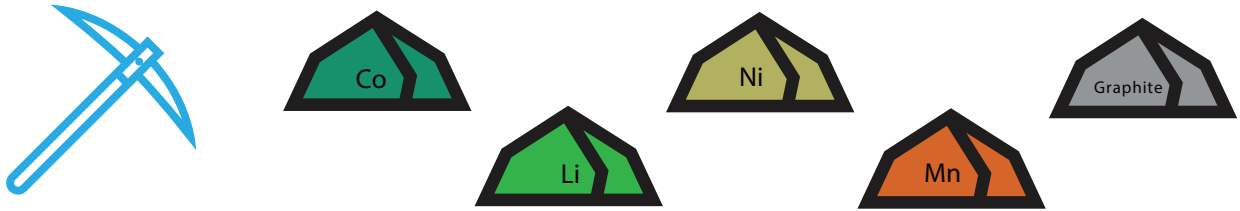
SECURITY / SAFETY



3

CONSTRAINED SUPPLY

The battery metals and materials supply chain is limited by the availability of natural resources, concentrated in less developed countries, and face significant time delays in ramping production. Given the supply-constrained nature of essential commodities required to meet the growing demand for lithium-ion batteries, the fundamental outlook for the underlying advanced battery metals remains robust.



BATTERY INNOVATION

Battery production will continue to evolve to achieve advancements including: lower manufacturing costs, improved temperature tolerance, quicker charge rates, longer battery life, enhanced safety, and improved recycling capabilities.

As these improvements are made, large-scale mass-market penetration is increasingly possible. Further, with each evolution in battery chemistry, the composition of advanced battery metals that will be used in each lithium-ion battery will also continue to evolve – creating dynamic investment opportunities across the entire mining sector.



BATT is a portfolio of companies generating significant revenue from the development, production and use of lithium battery technology, including : 1) battery storage solutions, 2) battery metals & materials, and 3) electric vehicles. BATT seeks investment results that correspond generally to the EQM Lithium & Battery Technology Index.

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 above or 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. 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. The Fund is not actively managed. The Fund invests in securities included in its Index regardless of their investment merit. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as lithium battery 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. The Fund has become more susceptible to potential operational risks through breaches in cybersecurity. The Fund invests in securities that are issued by and/or have exposure to, companies primarily involved in the metals and mining industry. Investments in metals and mining companies may be speculative and subject to greater price volatility than investments in other types of companies. The exploration and development of metals involves significant financial risks over a significant period of time, which even a combination of careful evaluation, experience and knowledge may not eliminate. Rare earth metals have more specialized uses and are often more difficult to extract. The increased demand for these metals has strained supply, which could adversely affect the companies in the Fund's portfolio. Some of the companies in which the Fund will invest are engaged in other lines of business unrelated to the mining, refining and/or manufacturing of metals and these lines of business could adversely affect their operating results.

The Fund's assets are concentrated in the materials sector, which means the Fund will be more affected by the performance of the materials sector than a fund that is more diversified. The Fund currently has fewer assets than larger funds, and like other relatively new funds, large inflows and outflows may impact the Fund's market exposure for limited periods of time. The Fund will invest in the securities of non-U.S. companies. Investments in emerging market issuers are subject to a greater risk of loss than investments in issuers located or operating in more developed markets. The mining, refining and/or manufacturing of metals may be significantly affected by regulatory action and changes in governments. Small and/or mid-capitalization companies may be more vulnerable to adverse general market or economic developments. Electric vehicle technology is relatively new and is subject to risks associated with a developing industry.

The EQM Lithium & Battery Technology Index (BATTIDX) seeks to provide exposure to global companies associated the development and production of lithium battery technology and/or battery storage solutions; the exploration, production, development, processing, and/or recycling of the materials and metals used in lithium battery chemistries such as Lithium, Cobalt, Nickel, Manganese, Vanadium and/or Graphite; and/or the development and production of electric vehicles.

Amplify Investments LLC is the Investment Adviser to the Fund, and Toroso Investments, LLC serves as the Investment Sub- Adviser. Amplify ETFs are distributed by Foreside Fund Services,

QUESTIONS?

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