

# BIDS

AMPLIFY DIGITAL &  
ONLINE TRADING ETF

As of 3/31/22

## Tap into the Rise of Retail Investing



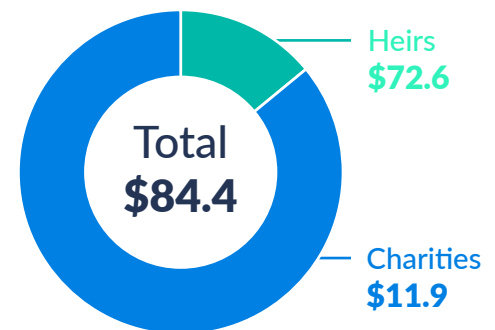
### WHY INVEST IN BIDS?

- Access to Innovation:** ETFs, crypto, robo-advisors, fractional shares and commission-free trading are just several innovations powering the growth of consumer-friendly digital and online trading companies.
- Rise of Retail Investing:** Retail investors around the world continue to invest and trade stocks, bonds, options and crypto as savings and retirement obligations are passed on to the end user.
- Convenient & Efficient:** Digital and online offerings are available globally on most smartphones, making trading and investing more convenient and efficient.
- Wealth Transfer Opportunity:** As an estimated \$70 trillion of assets is passed from Baby Boomers to Millennials and Gen Z over the next 20 years, digital and online trading companies are likely to be preferred by the younger generations.

### \$84 TRILLION ASSETS IN MOTION *As Of 3/31/21*

Nearly 45 million U.S. households set to transfer a total of \$84.4 trillion in wealth through 2045 according to Cerulli V. With most recipients being so heavily intertwined with the use of technology to interact and make decisions, the digital and online trading companies may be poised to benefit from this seismic shift.

Wealth Transferred Through 2045  
(\$ trillions)



Source: *The Cerulli Report—U.S. High-Net-Worth and Ultra-High-Net-Worth Markets 2021: Evolving Wealth Demographics.*

### INDEX METHODOLOGY

The Index tracks the performance of global companies engaged in online securities brokerage and lending, market making, and digital asset capital markets.

#### Purity

To be eligible for inclusion in the Index, a company must derive at least 50% of their revenues or operating activity from the following:

- online brokerage or trading platforms (including self-directed wealth management platforms and robo-advisors)
- online lending platforms that also offer electronic brokerage (“e-brokerage”) services,
- market making, or
- digital asset capital market activities.

**BIDS** is a portfolio of companies engaged in the growing trend of digital asset and online investing. BIDS seeks investment results that correspond generally to the BlueStar® Global E-Brokers and Digital Capital Markets Index.

### FUND FACTS

Ticker	BIDS
CUSIP	032108771
Expense Ratio	0.59%
Inception Date	9/22/2021
Exchange	NYSE Arca
Index-Tracking	
Number of Holdings*	26

### INDEX DETAILS

Index Name	BlueStar® Global E-Brokers and Digital Capital Markets Index
Index Ticker	BBIDS
Index Provider	MVIS
Index Weighting	Modified Market Weight
Rebalance	Quarterly
Website	<a href="https://mvis-indices.com">mvis-indices.com</a>

### MARKET CAPITALIZATION

*As of 3/31/22*

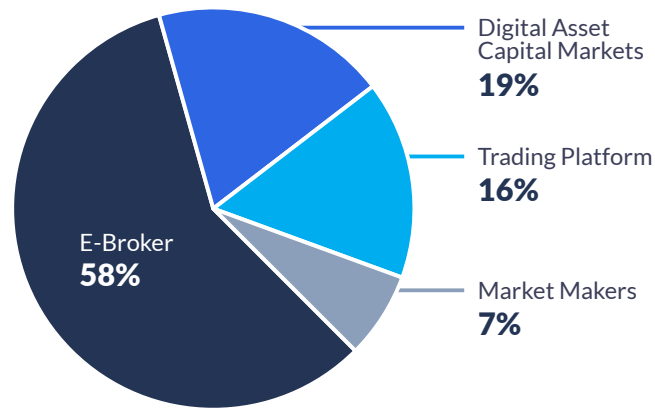
Large Cap (> \$10B)	47.9%
Mid Cap (\$2B - \$10B)	29.5%
Small Cap (< \$2B)	22.6%

\* As of 3/31/22

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

## SUB-THEME ALLOCATION

As of 3/31/22



## COUNTRY WEIGHTS

As of 3/31/22

UNITED STATES	53.91%
CAYMAN ISLANDS	17.21%
UNITED KINGDOM	5.55%
JAPAN	4.67%
SWITZERLAND	3.70%
GERMANY	3.14%
SOUTH KOREA	3.05%
NETHERLANDS	3.00%
CANADA	2.42%
ISRAEL	2.25%
THAILAND	1.10%

## TOP 10 HOLDINGS

As of 3/31/22

Ticker	Company	% Wt.
SCHW	Schwab Charles Corp	8.08%
COIN	CoinBase Global Inc	7.69%
MKTX	MarkeTassess Hldgs Inc	7.31%
XP	XP Inc	6.63%
SOFI	SoFi Technologies Inc	5.20%
HOOD	Robinhood Mkts Inc	5.16%
IGG LN	IG Group Hldgs	5.02%
SI	Silergate Cap Corp	4.98%
TW	TradeWeb Mkts Inc	4.93%
IBKR	Interactive Brokers Group	4.52%

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## BIDS PERFORMANCE

Quarter End as of March 31, 2022

	Cumulative (%)					Annualized (%)	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception	1 Yr.	Since Inception
Fund NAV	-1.10%	-13.34%	-15.74%	-13.34%	-16.47%	N/A	N/A
Closing Price	-0.88%	-13.45%	-15.99%	-13.45%	-16.59%	N/A	N/A
BlueStar® Global E-Brokers and Digital Capital Markets Index	-1.01%	-13.07%	-15.34%	-13.07%	-16.08%	N/A	N/A

Fund inception date: (9/22/2021). 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. Brokerage commissions will reduce returns. For performance data current to the most recent month-end please call 855-267-3837 or visit [AmplifyETFs.com/BIDS](https://AmplifyETFs.com/BIDS). Short term performance, in particular, is not a good indication of the fund's future performance, and an investment should not be made based solely on returns.

**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](https://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.

The Fund is susceptible to potential operational risks through breaches in cybersecurity. While the Fund will not directly invest in digital assets, certain of the Fund's investments may be subject to the risks associated with investing in digital assets. The technologies underpinning digital assets are highly disruptive, and the future successes of such technologies are highly uncertain. Online brokerage or trading platforms, such as robo-advisors, make

use of information that originated and is documented in electronic form. As such, investments in platforms who employ these types of technology are susceptible to risks associated with such electronic systems.

Financial companies, such as retail and commercial banks, brokerage firms, insurance companies and financial services companies, are especially subject to the adverse effects of economic recession, currency exchange rates, extensive government regulation, decreases in the availability of capital, volatile interest rates, portfolio concentrations in geographic markets, industries or products and competition from new entrants and blurred distinctions in their fields of business. The Fund may invest in securities of companies that have just conducted an IPO, and the market value of companies that have recently undergone an IPO may fluctuate considerably.

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 online lending and trading platforms are in the early stages of development and have a limited operating history. SPACs have no operating history or ongoing

business other than seeking acquisitions. The value of a SPAC's securities is particularly dependent on the ability of its management to identify and complete a profitable acquisition.

Amplify Investments LLC serves as the Investment Adviser and Penserra Capital Management, LLC serves as Sub-Adviser to the Fund.

Amplify ETFs are distributed by Foreside Fund Services, LLC.



### QUESTIONS?

Visit [AmplifyETFs.com/BIDS](https://AmplifyETFs.com/BIDS)

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