

# DTOX

AMPLIFY CLEANER LIVING ETF

As of 6/30/22

## DTOX Your Portfolio



**DTOX** is a portfolio of companies focused on the increasing consumer preference for cleaner products & services across a variety of industries. DTOX seeks investment results that correspond generally to the Tematica BITA Cleaner Living Index.

### FUND FACTS

Ticker	DTOX
CUSIP	032108813
Expense Ratio	0.59%
Inception Date	6/24/2021
Exchange	NYSE Arca
Index-Tracking	
Number of Holdings*	55

### INDEX DETAILS

Index Name	Tematica BITA Cleaner Living Index
Index Ticker	CLNR
Index Weighting	Equal-Weight
Rebalance	Semi-Annual (Jun & Dec)
Website	<a href="http://tematicaresearch.com">tematicaresearch.com</a>

### MARKET CAPITALIZATION

As of 6/30/22

Large Cap (> \$10B)	12.16%
Mid Cap (\$2B - \$10B)	41.57%
Small Cap (< \$2B)	46.27%

\* As of 6/30/22

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

### WHY INVEST IN DTOX?

- Cleaner living is a consumer mega-trend:** More than 70% of consumers<sup>1</sup> are looking for brands that:
  - support recycling
  - offer “clean” products
  - use organic ingredients
  - provide products with health & wellness benefits
  - are sustainable and/or environmentally responsible
- Cleaner living companies have pricing power:** Over 70% of consumers are willing to pay a premium for cleaner living attributes important to them.<sup>1</sup>
- Catalysts include government and corporate spending:** From green buildings and cleaner energy to healthier citizens and employees, both entities are joining consumers in this trend.
- DTOX delivers pure exposure:** to a diverse group of cleaner living industries and the companies within them. To qualify for the portfolio, at least 80% of a company’s revenue must come from one of five cleaner living segments.

### WHAT IS CLEANER LIVING?

Cleaner Living has moved into the mainstream in recent years as consumers become more conscious of the ingredients and materials used in the foods they eat and the products they surround themselves with. Cleaner Living seeks to eliminate, wherever possible, artificial chemicals, additives and ingredients that are deemed to have potentially harmful effects, as well as avoid the materials or technologies that can damage the planet through pollution or depletion of natural resources.

### DTOX INDEX SEGMENTS

The Index seeks to provide exposure to companies that derive at least 80% of their revenue from one of the five cleaner living market segments:



Cleaner Food & Dining



Cleaner Health & Beauty



Cleaner Building & Infrastructure



Cleaner Energy

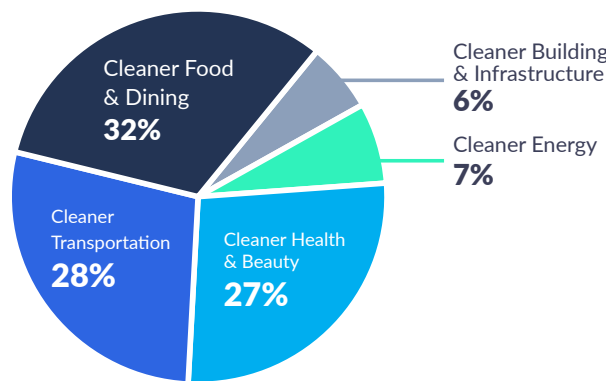


Cleaner Transportation

### REPRESENTATIVE HOLDINGS ACROSS MARKET SEGMENTS

Cleaner Food & Dining	Cleaner Health & Beauty	Cleaner Building & Infrastructure	Cleaner Energy	Cleaner Transportation
OTLY (Oatly Group ADR)	HNST (Honest Co.)	TREX (Trex)	RUN (Sunrun)	PLUG (Plug Power)
TTCF (Tattooed Chef)	PTON (Peloton Interactive)	BLNK (Blink Charging)	SPWR (Sunpower)	TSLA (Tesla)

## CLEANER LIVING SEGMENT ALLOCATION *As of 6/30/22*



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## COUNTRY WEIGHTS *As of 6/30/22*

United States	78.40%
Cayman Islands	12.33%
Canada	4.83%
Netherlands	1.51%
Ireland	1.47%
Sweden	1.45%

## TOP 10 HOLDINGS *As of 6/30/22*

Ticker	Company	% Wt.
HNST	Honest CO Inc	2.75%
USNA	Usana Health Sciences Inc	2.74%
PLNT	Planet Fitness Inc	2.69%
MED	Medifast Inc	2.58%
HLF	Herbalife Nutrition Ltd	2.55%
TREX	Trex CO Inc	2.50%
LTH	Life Time Group Holdings Inc C	2.49%
RUN	SunRun Inc	2.45%
WW	WW Intl Inc	2.39%
SPWR	SunPower Corp	2.38%

## DTOX PERFORMANCE

*Quarter End as of June 30, 2022*

	Cumulative (%)					Annualized (%)	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception	1 Yr.	Since Inception
Fund NAV	-6.70%	-20.60%	-29.48%	-29.48%	-42.91%	-44.35%	-42.30%
Closing Price	-6.91%	-20.76%	-29.54%	-29.54%	-42.79%	-44.44%	-42.18%
Tematica BITA Cleaner Living Index	-6.53%	-20.45%	-29.38%	-29.38%	-42.65%	-44.09%	-42.05%

Fund inception date: (6/24/2021). 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/DTOX](https://AmplifyETFs.com/DTOX). 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. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as cleaner living, 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. Cleaner Living Companies may face intense competition and may be subject to short product lifecycles, and potentially rapid product obsolescence. The Fund's focus on "Cleaner Living" may affect its exposure certain sectors or issuers which may impact the Fund's performance, positively or negatively. Small and/or mid-capitalization companies may be more vulnerable to adverse general market or economic developments, and their securities may be less liquid and may experience greater price volatility than larger, more established companies as a result of several factors, including limited trading volumes, products or financial resources, management inexperience and less publicly available information. Accordingly, such companies are generally subject to greater market risk than larger, more established companies.

The Tematica BITA Cleaner Living Index is designed to measure the market performance of a basket of publicly listed companies that the Index Sponsor identifies as creating products or providing services that have the potential for a positive impact on the human body and/or the environment. The Index focuses on Cleaner Living Companies in the following five market segments: cleaner building and infrastructure,

cleaner energy, cleaner food and dining, cleaner health and beauty, and cleaner transportation.

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.

<sup>1</sup> Research Insights: Meet the 2020 Consumers Driving Change, June 2020 © Copyright IBM Corp.



### QUESTIONS?

**Visit** [AmplifyETFs.com/DTOX](https://AmplifyETFs.com/DTOX)

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