

Amplify Emerging Markets Fintech ETF

As of 6/30/24

FUND FACTS

Ticker	EMFQ
CUSIP	032108870
Inception Date	01/30/2019
Primary Exchange	NYSE ARCA
Number of Holdings	38
Expense Ratio	0.69%

INDEX

Index Name	EQM Emerging Markets Fintech Index
Index Ticker	EMFINQ
Weighting	Modified Equal Weight
Rebalance	Quarterly
Website	eqmindexes.com

MARKET CAPITALIZATION

Large Cap (> \$10B)	44.16%
Mid Cap (\$2B - \$10B)	26.22%
Small Cap (< \$2B)	29.62%

INVEST IN THE EMERGING MARKETS DIGITAL REVOLUTION

EMFQ seeks investment results that generally correspond to the price and yield of the EQM Emerging Markets Fintech Index. The Index seeks to measure the performance of equity securities issued by emerging market and frontier market companies that derive at least 50% of their revenue from financial technology (Fintech).

REASONS TO INVEST

- 1 Transition from Cash-based to Digital World**
The once lagging digital infrastructure in Emerging and Frontier markets has quickly accelerated to accommodate new behaviors fueling rapid innovation in FinTech.
- 2 Supported by Favorable Demographics**
Emerging Markets, globally representing roughly 86% of the population and only 39% of the goods and services, have shifted from primarily export-driven to more consumer-oriented-growth economies due to the young, tech-savvy population.¹
- 3 More Smartphones than Bank Accounts**
According to World Bank, nearly 1.6 billion people are “unbanked” globally, while over 6.4 billion own a smartphone. If the unbanked population had financial identities, it is estimated to add \$250 billion to global GDP.^{2,3,4}

TOP 10 HOLDINGS

TICKER	COMPANY	% WT.	TICKER	COMPANY	% WT.
JMIA	Jumia Technologies	4.54%	SE	Sea	3.28%
PGY	Pagaya Technologies	3.94%	ARTO IJ	Bank Jago	3.19%
DSY SJ	Discovery	3.77%	SPNS	Sapiens Int'l Corp	3.16%
MELI	MercadoLibre	3.49%	BTPS IJ	Bank BTPN Syariah	3.03%
NU	NU Holdings	3.48%	BOKU LN	Boku	3.02%

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

PERFORMANCE

	CUMULATIVE (%)			ANNUALIZED (%)			
	1 MO.	YTD	SINCE INCEPTION	1 YR.	3 YR.	5 YR.	SINCE INCEPTION
Fund NAV	-2.86%	-2.41%	-12.70%	1.10%	-26.08%	-4.00%	-2.48%
Closing Price	-3.16%	-2.21%	-13.13%	0.85%	-26.16%	-4.13%	-2.56%
EQM Emerging Markets FinTech Index	-3.20%	-2.26%	36.57%	1.77%	-21.97%	2.33%	5.92%

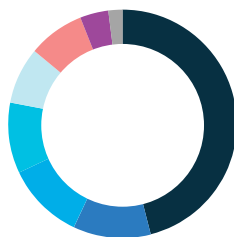
Fund inception date: 01/30/2019. Effective 02/10/2022, the Fund's name changed from the Amplify International Online Retail ETF (XBUY) to the Amplify Emerging Market FinTech ETF (EMFQ). The Fund now tracks the EQM Emerging Markets FinTech Index. The performance data quoted represents past performance. 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. For performance data current to the most recent month-end please visit AmplifyETFs.com/EMFQ. Brokerage commissions will reduce returns. A fund's NAV is the sum of all its assets less any liabilities, divided by the number of shares outstanding. The closing price or market price is the most recent price at which the fund was traded. Indexes are unmanaged and it's not possible to invest directly in an index.

COUNTRY ALLOCATION



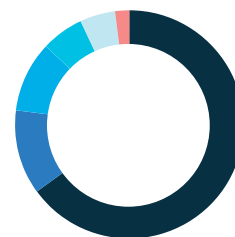
- China (28%)
- Brazil (14%)
- Indonesia (9%)
- South Korea (8%)
- Israel (7%)
- Singapore (6%)
- Hong Kong (5%)
- Uruguay (5%)
- Germany (5%)
- South Africa (4%)
- Other Countries (9%)

MARKET ALLOCATION



- Payment (46%)
- Fintech Software (11%)
- Digital Assets/Wallets (11%)
- Banking (10%)
- Investment & Trading (8%)
- Lending & Credit (8%)
- Insurance (4%)
- Real Estate Services (2%)

SECTOR ALLOCATION



- Financials (65%)
- Consumer Discretionary (12%)
- Information Technology (10%)
- Communication Services (6%)
- Industrials (5%)
- Real Estate (2%)

SELECTION METHODOLOGY

Identify

The Index is comprised of FinTech companies that provide and develop mobile applications, online platforms, enterprise software and/or other technology applications for the following industries or business segments:

- Payments
- Banking
- Lending & Credit
- Insurance
- Investments & Trading
- Digital assets (digital wallets, mining, exchange platforms, etc.)

Weighting

Holdings are initially equally weighted. If country exposure is greater than 25%, weights are reduced on a pro rata basis and excess weight is redistributed equally to other holdings.

Rebalance

Index rebalancing occurs quarterly in February, May, August and November.

Carefully consider the Fund's investment objectives, risks, charges, and expenses before investing. This and other information can be found in the Fund's statutory and summary prospectuses, which may be obtained at amplifyetfs.com. Read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. 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 the fintech industry, makes it vulnerable to factors affecting the industry. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. Technology and internet companies are subject to rapidly changing technologies; short product life cycles; fierce competition; aggressive

pricing and reduced profit margins; the loss of patent, copyright and trademark protections; cyclical market patterns; evolving industry standards; and frequent new product introductions.

The Fund is non-diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies.

Investments in emerging and frontier markets involve greater volatility and political, economic, and currency risks and differences in accounting methods.

The Fund's return may not match or achieve a high degree of correlation with the return of the underlying Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index.

EQM Indexes is the Index Provider for the Fund. EQM Indexes is not affiliated with the Trust, the Investment Adviser or the distributor. The Investment Adviser has entered into a license agreement with EQM Indexes to use the Emerging Markets FinTech Index. The Fund is entitled to use its Index pursuant to a sublicensing arrangement with the Investment Adviser.

Amplify Investments LLC serves as the investment advisor and Penserra Capital Management LLC serves as sub advisor to the fund. Amplify ETFs are distributed by Foreside Fund Services, LLC

¹IMF, World Economic Outlook, October 2022;

²Global Finance, World's Most Unbanked Countries 2021, February 17, 2021.

³BankMyCell.com, December 2022.

⁴Oxford Economics, November 2019

Not FDIC Insured | No Bank Guarantee | May Lose Value