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

<table>
<thead>
<tr>
<th>TICKER</th>
<th>COMPANY</th>
<th>% WT.</th>
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</thead>
<tbody>
<tr>
<td>DLO</td>
<td>Diocare Ltd</td>
<td>4.26%</td>
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<tr>
<td>KSPI LI</td>
<td>Kaspi.KZ JSC</td>
<td>3.79%</td>
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<tr>
<td>FUTU</td>
<td>Futu Hldgs Ltd</td>
<td>3.71%</td>
</tr>
<tr>
<td>VLID3 BZ</td>
<td>Valid Solucoes SA</td>
<td>3.68%</td>
</tr>
<tr>
<td>FSMART-R TB</td>
<td>Forth Smart Public</td>
<td>3.65%</td>
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<tr>
<td>MELI</td>
<td>Mercadolibre Inc</td>
<td>3.62%</td>
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<tr>
<td>035600 KS</td>
<td>Kginicis</td>
<td>3.32%</td>
</tr>
<tr>
<td>GRAB</td>
<td>Grab Hldgs Ltd</td>
<td>3.28%</td>
</tr>
<tr>
<td>6763 TT</td>
<td>Green World Fintec</td>
<td>3.24%</td>
</tr>
<tr>
<td>NETW LN</td>
<td>Network Intl Hldgs</td>
<td>3.21%</td>
</tr>
</tbody>
</table>

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

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 new with limited operating history. 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.

Not FDIC Insured | No Bank Guarantee | May Lose Value