



Amplify ETFs Surpasses \$5 Billion in Assets Under Management

Assets have grown 57% in 2021, double the growth rate of the overall U.S. ETF industry

CHICAGO — November 17, 2021 — [Amplify ETFs](#) announces the firm has surpassed \$5 billion in assets under management (AUM). Additionally, the firm's assets have grown 57% in 2021, which is double the growth rate of the overall U.S. ETF industry (per ETF.com as of 10/31/21). The product suite of Amplify ETFs encompasses three primary categories: Core (\$981 million), Income (\$1.25 billion), and Thematic (\$2.98 billion). Total firm assets stood at \$5.21 billion as of November 15, 2021.

"We are pleased with the strong AUM growth and performance across our ETF lineup and remain thankful for the breadth of interest the market has shown for our diverse suite of ETF solutions," said Christian Magoon, a 15-year ETF industry veteran and CEO of Amplify ETFs. "We will continue to embrace the challenge of introducing innovative new thematic growth, income, and core equity solutions to the ETF marketplace."

Several of Amplify's funds have become market leaders in some of the most competitive ETF peer groups of 2021, including blockchain and equity income. With over \$900 million in inflows year-to-date and \$1.7 billion in total AUM, the Amplify Transformational Data Sharing ETF (NYSE: BLOK) – the first and largest actively-managed ETF in its peer group (per ETFdb.com as of 11/11/21) – has delivered access to companies involved in the blockchain and crypto ecosystem through a dynamic approach.

Additionally, the Amplify CWP Enhanced Dividend Income ETF (NYSE: DIVO), with over \$800 million in AUM, has delivered high-quality equity income through a combination of dividends and tactical covered calls since the fund's inception in December 2016. DIVO also has a 5-star Morningstar rating among 63 funds in the Derivative Income category (for overall and 3-year periods, as of 10/31/21).

Other notable Amplify funds that have had strong growth in 2021 include the Amplify Lithium & Battery Technology ETF (NYSE: BATT), Amplify High Income ETF (NYSE: YYY), Amplify Seymour Cannabis ETF (NYSE: CNBS), and Amplify BlackSwan Growth & Treasury Core ETF (NYSE: SWAN).

Amplify has also launched a number of new ETFs in 2021, including the Amplify BlackSwan ISWN ETF – International (NYSE: ISWN), Amplify Cleaner Living ETF (NYSE: DTOX), Amplify Thematic All-Stars ETF (NYSE: MVPS), and the Amplify Digital & Online Trading ETF (NYSE: BIDS).

Amplify ETFs is widely recognized across the ETF industry, securing multiple award nominations from ETF.com and Fund Intelligence in their respective annual award events between 2017-2021.

A complete product lineup can be found below, with links to each fund web page for holdings, risk disclosure and prospectus:

Thematic

[BATT - Lithium & Battery Technology ETF](#)

[BIDS - Digital & Online Trading ETF](#)

[BLOK - Transformational Data Sharing ETF \(Blockchain\)](#)

[CNBS – Seymour Cannabis ETF](#)

[DTOX - Cleaner Living ETF](#)

[IBUY - Online Retail ETF](#)

[JGLD – Pure Junior Gold Miners ETF](#)
[XBUY - International Online Retail ETF](#)

Income

[DIVO – Enhanced Dividend Income ETF](#)
[YYY - High Income ETF](#)

Core

[SWAN - BlackSwan Growth & Treasury Core ETF](#)
[ISWN - BlackSwan ISWN ETF \(International\)](#)
[MVPS - Thematic All-Stars ETF](#)

Contacts

Sales Contact:

Amplify ETFs

855-267-3837

info@amplifyetfs.com

Media Contact:

Gregory FCA for Amplify ETFs

Kerry Davis

610-228-2098

amplifyetfs@gregoryfca.com

Carefully consider the Funds' investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' statutory and summary prospectuses, which may be obtained 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's return may not match or achieve a high degree of correlation with the return of the underlying Index.

For a description of the annual ETF.com awards selection process, click [here](#). For a description of the annual Fund Intelligence Mutual Fund & ETF awards selection process, click [here](#).

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The Morningstar Rating™ for funds, or “star rating”, is calculated for managed products (including mutual funds, variable annuity and variable life subaccounts, exchange-traded funds, closed-end funds, and separate accounts) with at least a three-year history. Exchange-traded funds and open-ended mutual funds are considered a single population for comparative purposes. It is calculated based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a managed product's monthly excess performance,

placing more emphasis on downward variations and rewarding consistent performance. The Morningstar Rating does not include any adjustment for sales loads. The top 10% of products in each product category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. The Overall Morningstar Rating for a managed product is derived from a weighted average of the performance figures associated with its three-, five-, and 10-year (if applicable) Morningstar Rating metrics. The weights are: 100% three-year rating for 36-59 months of total returns, 60% five-year rating/40% three-year rating for 60-119 months of total returns, and 50% 10-year rating/30% five-year rating/20% three-year rating for 120 or more months of total returns. While the 10-year overall star rating formula seems to give the most weight to the 10-year period, the most recent three-year period actually has the greatest impact because it is included in all three rating periods.