

# IBUY

AMPLIFY ONLINE RETAIL ETF

As of 3/31/22

## Invest in the Bright Spot of Retail



### THREE REASONS TO CONSIDER ONLINE RETAIL COMPANIES

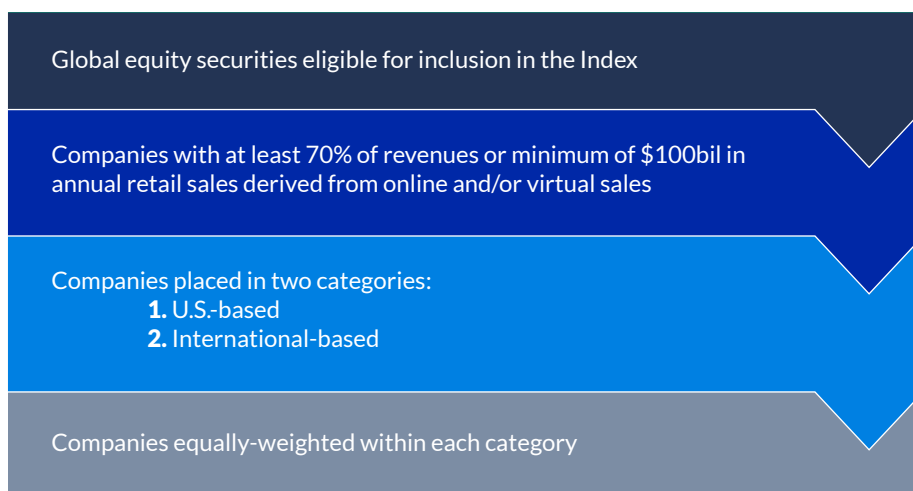
- U.S. online sales** continue to gain ground on traditional retail, growing at a compound annual growth rate (CAGR) of 20% (1999-2020).<sup>1</sup>
- The estimated growth rate** of online buyers worldwide is 25% (2019 - 2023).<sup>2</sup>
- A basket of online retail companies** may offer diversification across country, market capitalization, and industry.

### WHY CONSIDER IBUY?

IBUY seeks to provide a cost efficient way for investors to own a basket of companies with significant revenue from online and virtual retail sales. The Fund's portfolio offers convenient diversification across market capitalization, geography, and business focus.

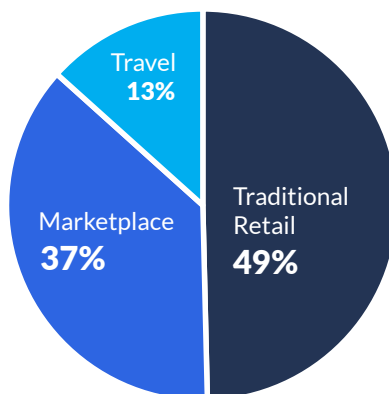
### ONLINE RETAIL INDEX SELECTION METHODOLOGY

The EQM Online Retail Index (IBUYXT) utilizes a rules based methodology:



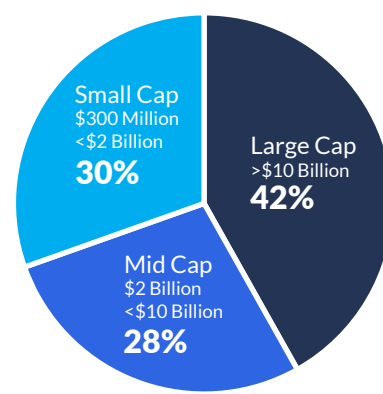
### ONLINE RETAIL MARKET SEGMENTS

As Of 3/31/22



### MARKET CAP BREAKDOWN

As Of 3/31/22



**IBUY** is a portfolio of companies generating significant revenue from online and virtual sales. Portfolio holdings fall into three categories: traditional retail, marketplace and travel. IBUY is an ETF that seeks investment results that correspond generally to the price and yield, before fund fees and expenses, of the EQM Online Retail Index.

### FUND FACTS

Ticker	IBUY
CUSIP	032108102
Intraday NAV	IBUYIV
Benchmark	EQM Online Retail Index
Expense Ratio	0.65%
Inception Date	4/20/2016
Exchange	NYSE Arca
Index-Tracking	
Number of Holdings*	81

### INDEX DETAILS

Index Name	EQM Online Retail Index
Index Ticker	IBUYXT
Weighting	Modified Equal Weight
Rebalance	Semi-Annual
Website	<a href="http://eqmindexes.com">eqmindexes.com</a>

### TOP 5 COUNTRY WEIGHTS

As Of 3/31/22

United States	76.81%
China	6.60%
Germany	3.57%
Japan	3.12%
United Kingdom	2.00%

\*as of 3/31/22

## TOP 20 FUND HOLDINGS *As Of 3/31/22*

● Online Retail

■ Online Marketplace

▲ Online Travel

Ticker	Company	% Wt.	Ticker	Company	% Wt.	Ticker	Company	% Wt.
EXPE	Expedia Group Inc ▲	3.43%	GRPN	Groupon Inc ■	2.33%	EBAY	Ebay Inc ●	2.16%
CHGG	Chegg Inc ●	3.03%	PETS	PetMed Express Inc ●	2.30%	RVLV	Revolve Group Inc ●	2.01%
ABNB	AirBnB Inc ▲	2.83%	CPRT	Copart Inc ■	2.29%	IAC	IAC Interactive Corp ●	1.86%
AMZN	Amazon.com Inc ●	2.76%	LYFT	Lyft Inc ■	2.23%	LE	Lands' End Inc ●	1.79%
BKNG	Booking Holdings Inc ▲	2.75%	UBER	Uber Technologies Inc ■	2.22%	REAL	The RealReal Inc ■	1.63%
SEAT	Vivid Seats Inc ■	2.36%	LQDT	Liquidity Services Inc ■	2.22%	DASH	Doordash Inc ■	1.62%
TRIP	TripAdvisor Inc ▲	2.35%	SSTK	Shutterstock Inc ●	2.21%			

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

## IBUY PERFORMANCE

*Quarter End as of March 31, 2022*

	Cumulative (%)					Annualized (%)			
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception	1 Yr.	3 Yr.	5 Yr.	Since Inception
Fund NAV	-5.64%	-25.46%	-39.95%	-25.46%	164.85%	-47.07%	10.59%	17.59%	17.79%
Closing Price	-5.44%	-25.39%	-39.88%	-25.39%	164.94%	-47.10%	10.58%	17.53%	17.80%
EQM Online Retail Index	-5.69%	-25.47%	-40.02%	-25.47%	170.14%	-46.94%	10.85%	17.94%	18.18%

*Fund inception date: 4/20/16. 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](http://AmplifyETFs.com).*

**Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' statutory and summary prospectus, which may be obtained by calling 855-267-3837 or by visiting [AmplifyETFs.com](http://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. 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. Brokerage commissions will reduce returns. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as the online retail 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. Investments in consumer discretionary companies are tied closely to the performance of the overall domestic and international economy, interest rates, competition and consumer confidence. Online retail companies are subject to risks of consumer demand and sensitivity to profit margins. Additionally 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. Information technology companies may

be smaller and less experienced companies, with limited product lines, markets or financial resources and fewer experienced management or marketing personnel. Stocks of many internet companies have exceptionally high price-to-earnings ratios with little or no earnings histories. Information technology company stocks, especially those which are internet related, have experienced extreme price and volume fluctuations that are often unrelated to their operating performance. 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 foreign securities 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.

The EQM Online Retail Index seeks to measure the performance of global equity securities of publicly traded companies with significant revenue from the online retail business. The Index methodology is designed to result in a portfolio that has the potential for capital appreciation. The Adviser and Sub-Adviser believe that companies with significant online retail revenues may be best positioned to take advantage of growth in online retail sales and shoppers versus companies with less significant online retail revenues. Eligible constituents derive at least 70% of revenues from online and/or virtual business trans-

actions (as opposed to brick and mortar and/or in-store transactions) in one of three online retail business segments: traditional online retail; online travel; and online marketplace. An investment cannot be made directly in an 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 Online Retail Index. The Fund is entitled to use its Index pursuant to a sub-licensing 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.

<sup>1</sup> U.S. Department of Commerce, Nov 19, 2020

<sup>2</sup> eMarketer, May 2019



### QUESTIONS?

**Visit** [AmplifyETFs.com/IBUY](http://AmplifyETFs.com/IBUY)

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