

About the Fund

SOF is an actively managed ETF aimed to provide current monthly income and reduce risk exposure. SOF seeks to closely replicate the performance of the Secured Overnight Financing Rate (SOFR), as published by the Federal Reserve Bank of New York.

WHAT IS SOFR?

The Secured Overnight Financing Rate (SOFR) is a broad measure of the cost of borrowing cash overnight collateralized by Treasury securities.¹

FUND FACTS As of 11/15/2023

Ticker	SOF
CUSIP	032108672
Distribution Schedule	Monthly
Inception Date	11/15/2023
Primary Exchange	NYSE ARCA
Expense Ratio	0.20%

Reasons to Invest



Regular Monthly Income Potential: Seeks to provide investors with monthly income equal to the SOFR after fees and expenses.



Reduced Risk Exposure: Higher yield potential and total return advantage over cash portfolios with a minimal increase in duration risk by limiting yield curve exposure.



Institutional Active Management: Professionally managed by institutional asset manager Samsung Asset Management (New York).

MANAGEMENT OF THE FUND

Investment Adviser: Amplify Investments LLC

Sub-Adviser: Samsung Asset Management (New York), Inc.

Portfolio Managers: The following individuals serve as portfolio managers to the Fund.

Yunjae Hwang
Portfolio Manager
Samsung

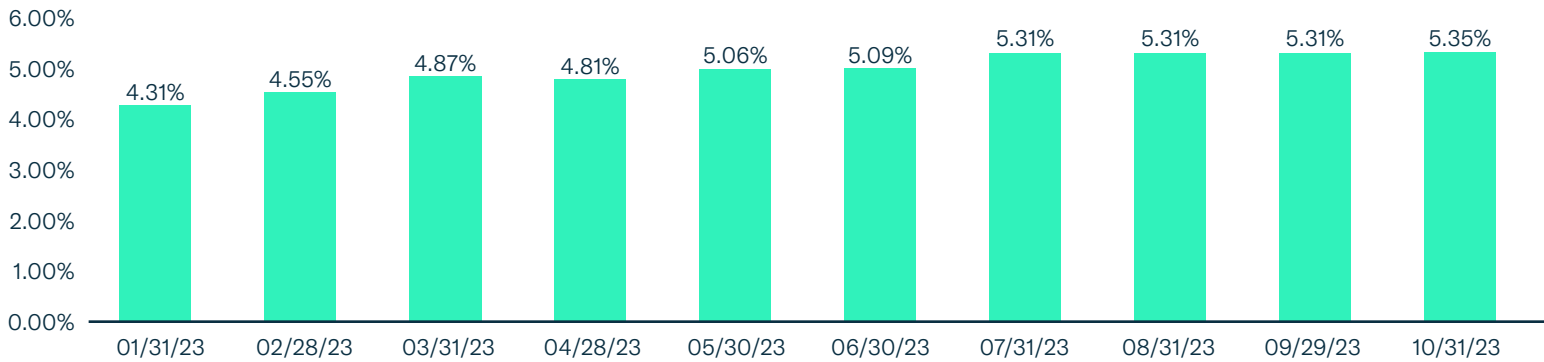
Woongmin Greg Chun
Portfolio Manager
Samsung

Evan Richert, CFA
Portfolio Manager
Samsung

**Samsung
Asset Management**

Samsung Asset Management is the leading asset manager in Korea with 25 years of experience. Since their founding in 1998 Samsung Asset Management has been creating an investment culture aligned with their philosophy to provide a successful investing experience for their global network of clients.

SECURED OVERNIGHT FINANCING RATES (SOFR) 2023 YTD



Past performance does not guarantee future results. There is no assurance that SOFR will perform in a similar way as other more established rates would have performed at any time. SOFR is a relatively new reference rate not yet been widely implemented and may be more volatile than other benchmark rates.

SOFR ATTRIBUTES



SOFR is an overnight lending rate that reflects the short-term cost of borrowing money



The rate is published daily by the New York Fed



SOFR is based on actual transactions in the Treasury repurchase market, not estimates



SOFR is a secured rate collateralized by securities, often, high quality U.S. Treasuries



SOFR represents a broad market with average transaction volumes around \$1 trillion per day²

¹ New York Fed <https://www.newyorkfed.org/markets/reference-rates/sofr>

² ARRC_Factsheet_2.pdf (newyorkfed.org) https://www.newyorkfed.org/medialibrary/Microsites/arrc/files/2020/ARRC_Factsheet_2.pdf (What Is SOFR? How Does It Work? – Forbes Advisor)

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. You could lose money by investing in the Fund. There can be no assurance that the Fund's investment objectives will be achieved. The Fund is new with limited history to evaluate. The Fund's use of financial instruments involving counterparties,

including swap arrangements, involves risks that are different from those associated with ordinary portfolio securities transactions. The Fund expects to invest principally in repos (Repurchase Agreements). If the seller fails to repurchase the security and the market value of the security declines, the Fund may lose money. There is risk that the value of assets or income from investments will be less in the future as inflation decreases the value of money. The Fund may hold certain investments that may trade over-the-counter, trade in limited volume, or lack an active trading market. The Fund is subject to management risk because it is an actively managed portfolio. The Fund currently has fewer assets than larger funds, and

like other new funds, large inflows and outflows may impact the Fund's market exposure for limited periods of time. Because the Fund is non-diversified, it can invest a greater portion of its assets in securities of individual issuers so that changes in the market value could cause greater fluctuations in Share price than would occur in a diversified fund.

Amplify Investments LLC is the Investment Adviser to the Fund, and Samsung Asset Management (New York), Inc. serves as the Investment Sub-Adviser. Amplify ETFs are distributed by Foreside Fund Services, LLC.

Not FDIC Insured | No Bank Guarantee | May Lose Value