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

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** 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.

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¹ The Secured Overnight Financing Rate (SOFR) is a broad measure of the cost of borrowing cash overnight collateralized by Treasury securities. It is calculated as the median of measures of unsecured overnight secured funding rates provided by major dealers in the U.S. money market. SOFR replaces the London Interbank Offered Rate (LIBOR) as the benchmark interest rate for U.S. dollar-based loans and deals.

**FUND FACTS As of 11/15/2023**

<table>
<thead>
<tr>
<th>Ticker</th>
<th>SOF</th>
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<tbody>
<tr>
<td>CUSIP</td>
<td>032108672</td>
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<tr>
<td>Distribution Schedule</td>
<td>Monthly</td>
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<tr>
<td>Inception Date</td>
<td>11/15/2023</td>
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<td>Primary Exchange</td>
<td>NYSE ARCA</td>
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<tr>
<td>Expense Ratio</td>
<td>0.20%</td>
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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

SECURED OVERNIGHT FINANCING RATES (SOFR) 2023 YTD

<table>
<thead>
<tr>
<th>Date</th>
<th>Rate</th>
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<tr>
<td>01/31/23</td>
<td>4.31%</td>
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<tr>
<td>02/28/23</td>
<td>4.55%</td>
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<tr>
<td>03/31/23</td>
<td>4.87%</td>
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<tr>
<td>04/28/23</td>
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<td>06/30/23</td>
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<td>5.31%</td>
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<td>08/31/23</td>
<td>5.31%</td>
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<tr>
<td>09/29/23</td>
<td>5.31%</td>
</tr>
<tr>
<td>10/31/23</td>
<td>5.35%</td>
</tr>
</tbody>
</table>

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 day


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