



AMPLIFY INTERNATIONAL ONLINE RETAIL ETF

As of 12/31/2021

Tap Into the Global E-Commerce Trend



WHY INVEST IN XBUY?

1. **Growing Global Opportunity:** Online retail is a global trend with some of the biggest growth occurring outside the U.S.
2. **Expanding Internet & Mobile Penetration:** It is expected that 54% of the world population will have internet access in 2021, and 53% of worldwide internet usage is from mobile devices.¹
3. **Access** to distinct companies and countries within the convenience of the ETF structure.

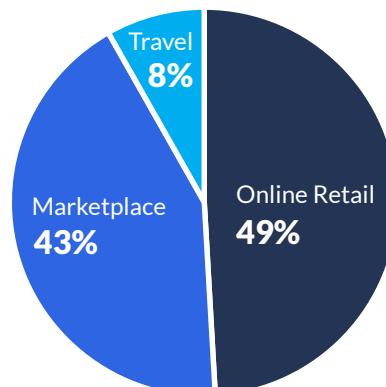
THE CASE FOR INTERNATIONAL ONLINE RETAIL

While online retail has already disrupted the retail landscape in the U.S. and developed markets, it is still in the early days in many developing market economies, due primarily to the emergence of the middle-class consumer. XBUY seeks to tap into this growth opportunity with a portfolio of companies that should benefit and complement existing retail investment exposure.

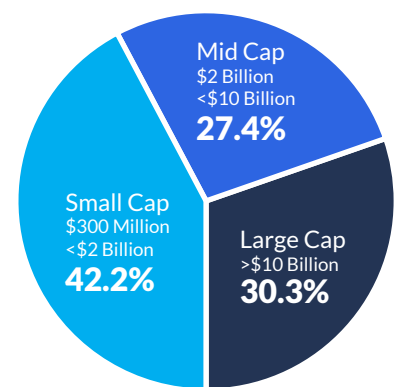
ABOUT THE EQM INTERNATIONAL ECOMMERCE INDEX

The EQM International Ecommerce Index (XBUYXT) seeks to track the combined performance of a basket of non-U.S. stocks that derive significant revenue from one or more international ecommerce segments: retail, travel, and marketplace. For full index methodology please visit www.eqmindexes.com.

ONLINE RETAIL MARKET SEGMENTS *As Of 12/31/2021*



MARKET CAP BREAKDOWN *As Of 12/31/2021*



XBUY seeks investment results that generally correspond to the price performance of the EQM International Ecommerce Index. The Index seeks to measure the performance of equity securities issued by non-U.S. companies that derive at least 90% of their revenue from online business transactions or e-commerce platforms.

FUND FACTS

Ticker	XBUY
CUSIP	032108870
Intraday NAV	XBUYIV
Benchmark	EQM International Ecommerce Index
Expense Ratio	0.69%
Inception Date	1/30/2019
Exchange	NYSE Arca
Index-Tracking	
Number of Holdings*	79

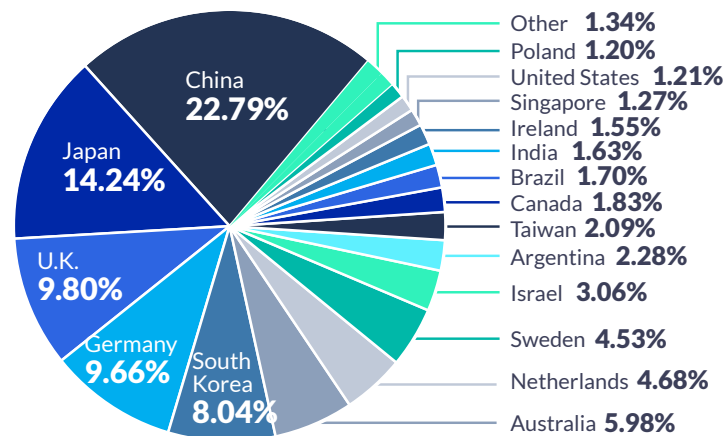
INDEX DETAILS

Index Name	EQM International Ecommerce Index
Index Ticker	XBUYXT
Weighting	Modified Equal Weight
Rebalance	Quarterly
Website	eqmindexes.com

*as of 12/31/2021

Country Allocation

As Of 12/31/2021



TOP 10 HOLDINGS

As Of 12/31/2021

● Traditional Retail
■ Marketplace
▲ Travel

Ticker	Company	% Wt.
BOOZT SS	Boozt AB ●	2.17%
8044 TT	PChome Online Inc ●	2.09%
MF	Missfresh Ltd-Adr ■	2.00%
159580 KS	Zero To Seven Inc ●	1.96%
CPNG	Coupage Inc ■	1.92%
GLBE	Global-E Online Ltd ■	1.89%
OCDOLN	Ocado Group PLC ●	1.88%
4755 JP	Rakuten Group Inc ■	1.87%
PRX NA	Prosus NV ■	1.85%
SHOP	Shopify Inc ■	1.83%

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

XBUY PERFORMANCE

Quarter End as of December 31, 2021

	Cumulative (%)					Annualized (%)	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception	1 Yr.	Since Inception
Fund NAV	-7.58%	-19.37%	-31.83%	-28.49%	47.37%	-28.49%	14.20%
Closing Price	-8.00%	-19.66%	-32.06%	-28.69%	46.63%	-28.69%	14.00%
EQM International Ecommerce Index	-7.62%	-19.59%	-31.96%	-28.45%	49.82%	-28.45%	14.84%

Fund inception date: 1/30/2019. 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/XBUY.

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. 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 prod-

uct 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 International Ecommerce Index seeks to measure the performance of equity securities (common stock and depositary receipts) issued by non-U.S. companies that derive at least 90% of their revenue from online business transactions or e-commerce platforms. The Index is premised on the principle that companies that currently derive a significant portion of their revenues from online and/or virtual business transactions may be better posi-

tioned to benefit from the projected growth in online retail activity than those companies deriving on a portion of their revenues from such activities.

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.

¹ Statista, 2019



QUESTIONS?

Visit AmplifyETFs.com/XBUY

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