



3Q2023

INVESTING IN BLOCKCHAIN: THE FOUNDATIONAL TECH BEHIND BITCOIN

Amplify Transformational Data Sharing ETF (Blockchain)
(NYSE: BLOK)

This material must be preceded or accompanied by a [fund prospectus](#)

About Amplify ETFs

- Amplify has over \$4.3 billion in assets across a suite of income, core and thematic/growth ETFs.¹
- Amplify senior leadership brings an innovation heritage of nearly three decades providing many first to market ETFs and other investment solutions.
- Committed to staying at the forefront of advancement aimed to capitalize on market shifts and anticipate investment themes/catalysts.

1. Amplify ETFs is sponsored by Amplify Investments.
Data as of 9/30/2023

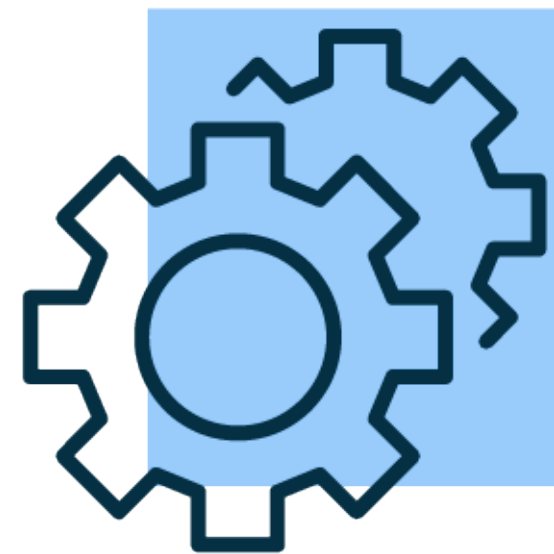
ETFs That Empower Investors

We provide a [range of ETFs](#) addressing challenges and opportunities.



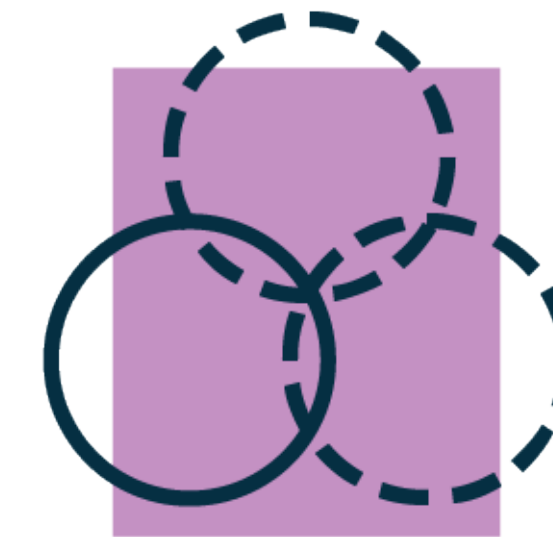
INCOME

DIVO CWP Enhanced Dividend Income ETF
HCOW Cash Flow High Income ETF
IDVO International Enhanced Dividend Income ETF
NDIV Natural Resources Dividend Income ETF
YYY High Income ETF



CORE

COWS Cash Flow Dividend Leaders ETF
ISWN BlackSwan ISWN ETF (International)
IWIN Inflation Fighter ETF
MVPS Thematic All-Stars ETF
QSWN BlackSwan Tech & Treasury ETF
SWAN BlackSwan Growth & Treasury Core ETF



GROWTH/
THEMATIC

BATT Lithium & Battery Technology ETF
BLOK Transformational Data Sharing ETF
CNBS Seymour Cannabis ETF
EMFQ Emerging Markets FinTech ETF
IBUY Online Retail ETF



BLOCKCHAIN BASICS

Why The Transformation Is Coming!

What Is Blockchain

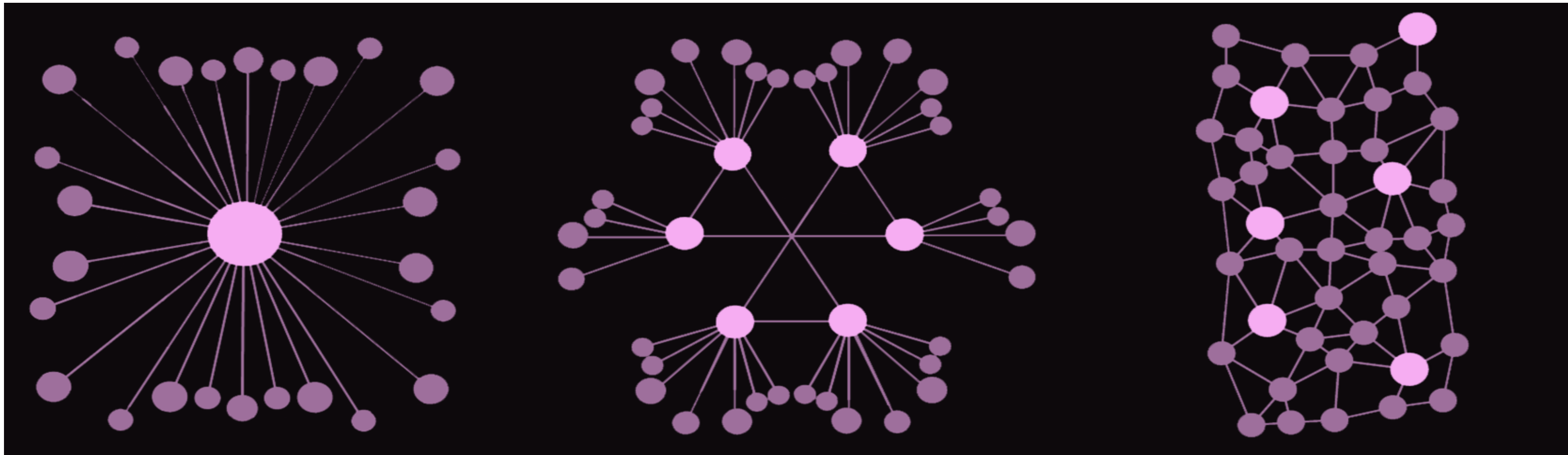
Consensus-based digital ledger that includes immutable, digital data, documented in different packages known as blocks.

Every block is 'chained' or related to the next block by leveraging a cryptographic signature or hash function.

Blockchain serves as a ledger that you can share with anyone. It is open for access to people with the relevant permissions. It is impossible to change the data recorded on blocks in the blockchain.

Source: 101 Blockchains

Blockchain Network Applications



Centralized Network

All the nodes are connected under a single authority

Decentralized Network

Every node is independent and interconnected with each other

Distributed Network

No single authority server controls the nodes, they all have individual entity

Source: 101 Blockchains

Blockchain's Simple Value Proposition

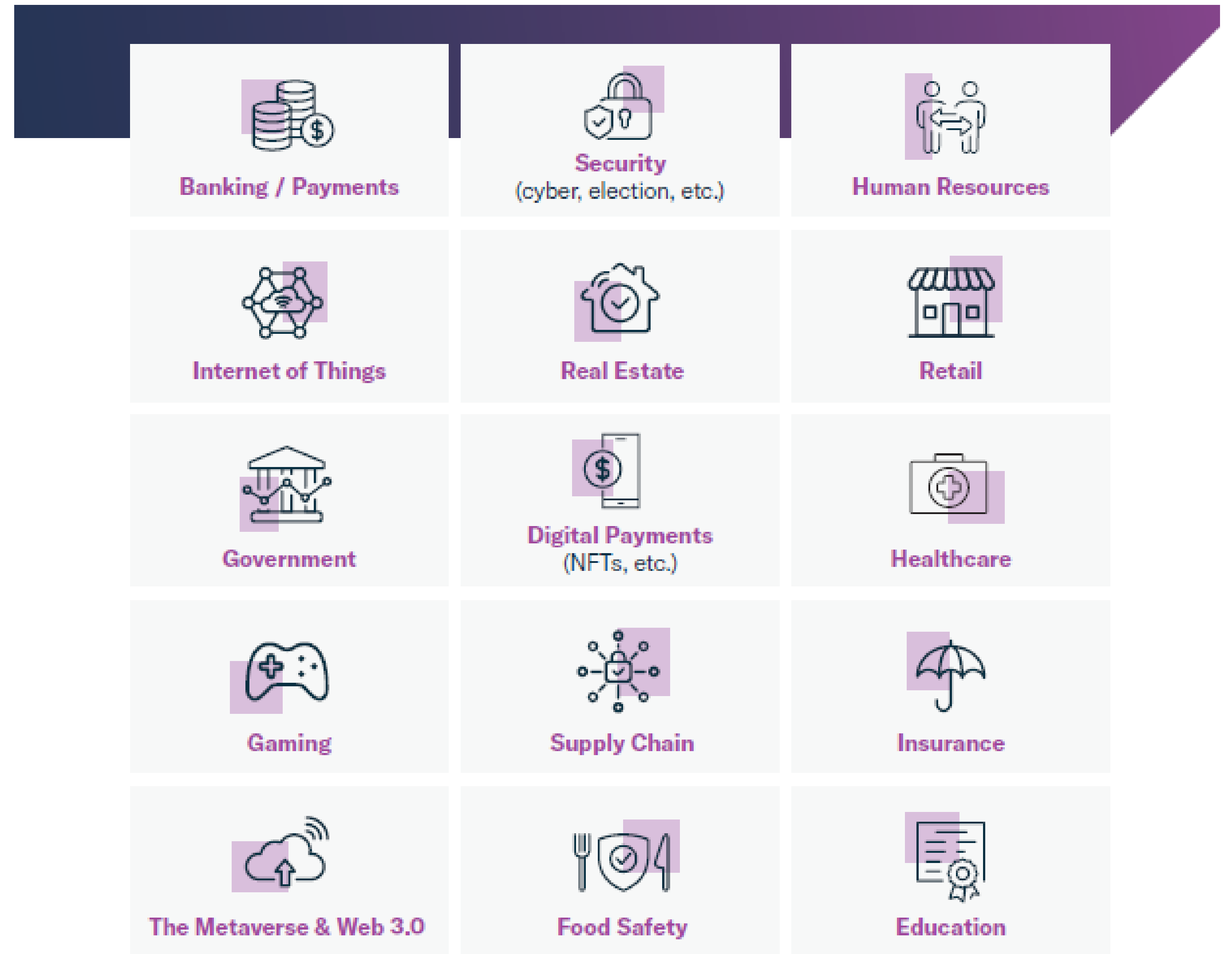


Eric Schmidt
Former CEO of Google

“Blockchain is a remarkable cryptographic achievement, and the ability to create something that is not duplicable in the digital world has enormous value”




Applications for Growth

The applications for blockchain technology are just beginning to be explored, but experts agree it has the potential to benefit thousands of companies in hundreds of industries.



\$31.5 Billion in bitcoin and Ethereum mining

Bitcoin miners made more than \$15 billion in revenue over the course of 2021, according to The Block Research. The estimate represents a year-over-year increase of 206%, per The Block Research's 2022 Digital Asset Outlook The scenario was no different for Ethereum miners. "Ethereum miners have generated a total of \$16.5 billion in revenue, representing a year-on-year increase of 678 per cent, a record revenue year,"...

ETF INDSTRY KPIs <i>(Key Performance Idicators)</i>				
LISTINGS	3,277 Total US ETFs	5.9%  Change YTD	+424 ETFs Launched LTM	1.99 Open:Close
	\$7.17 tr Assets	-0.7%  Change 1 week	10.2%  Change YTD	13.7% Toroso ETF Ownership Avg.
US ASSETS	16.0 bp Wgt Avg Expense Ratio	41.3% Revenue Non-traditional Beta	14.7% Revenue Active Mgmt	\$11.5 bn ETF ER Annual Revenue
	ETF Market Share of Listings			
	17.1% NASDAQ	63.5% NYSE Arca		19.3% CBOE
REVENUE	294 No. of Issuers by Brand			
	Source: ETF Think Tank Security Master, as of October 1, 2023			

<https://www.prnewswire.com/news-releases/bitcoin-miners-revenue-rose-206-in-2021-301482452.html>

Blockchain Growth & Trends

This growth may be driven by these main sources:

- venture funding
- enterprise investment in blockchain technology
- rise of blockchain solutions for supply chain management
- geographic expansion into emerging markets
- growth of private blockchains

*CAGR: Compound Annual Growth Rate. Actual results may vary.

¹ Grand View Research, Feb. 2022, *Blockchain Technology Market Size, Share & Trends Analysis: 2023-2030*.

² <https://www.zippia.com/advice/blockchain-statistics/>

87.7%
CAGR*

Global blockchain market
estimated to grow from
\$17.46B in 2023 to \$1.43T by 2030¹

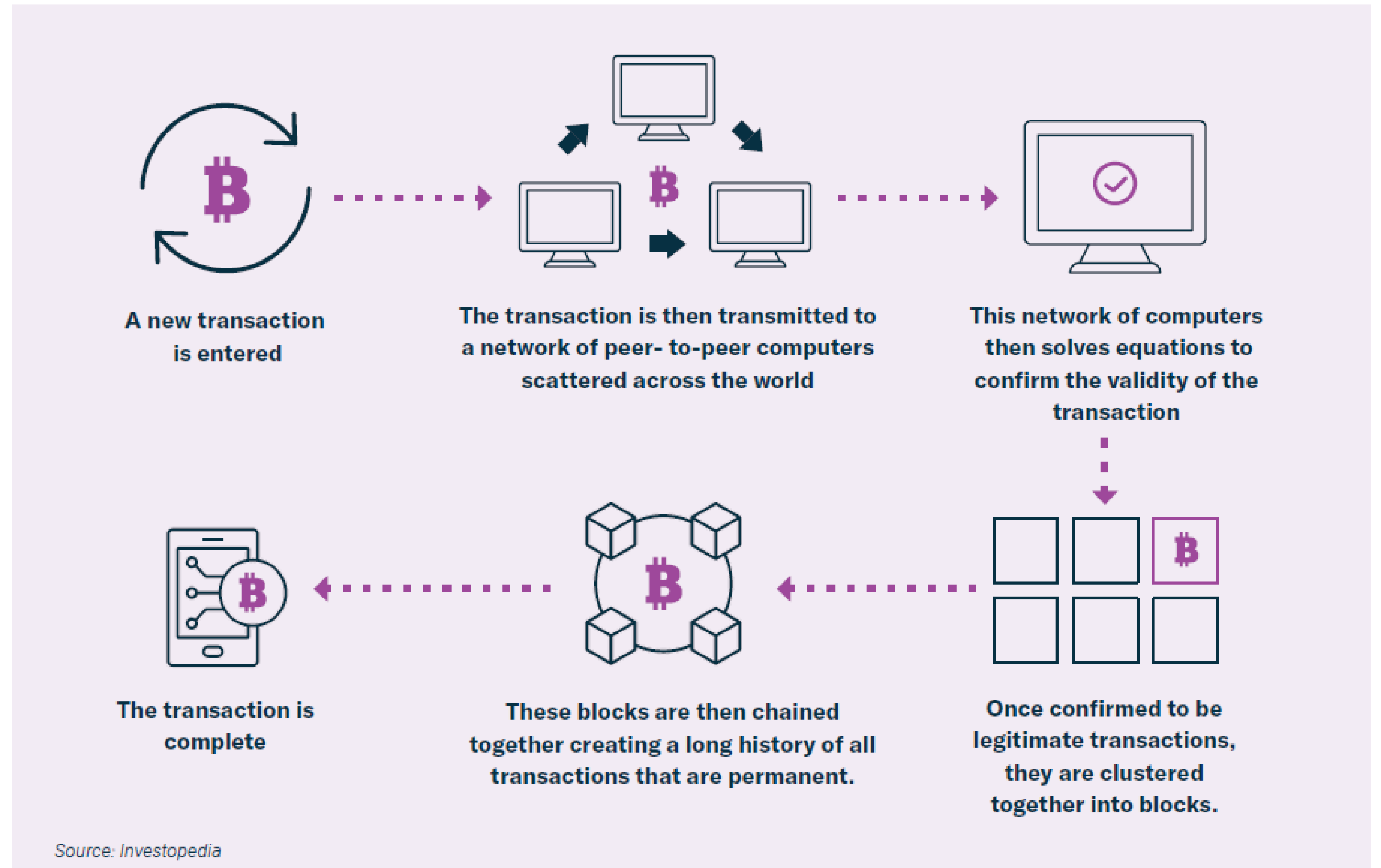
\$6.6
billion

Worldwide spending on blockchain
solutions in 2021 (USD)

Bitcoin & Blockchain: how it works

Bitcoin & Blockchain Relationship:

- Separate from a trusted third party (decentralized)
- Fixed Supply
- Network Effect



Bitcoin/Cryptocurrency Update

Cryptocurrency as an Asset Class

- As an asset class, crypto may also be viewed as a technology platform for disintermediation and disruption across many industries: art, music and collectibles (aka NFTs)
- Every four years, the mining reward for Bitcoin is halved
- Billionaire portfolio managers Paul Tudor Jones, Bill Miller, and Stanley Druckenmiller all have embraced Bitcoin as an asset class
- CEOs like Michael Saylor (MicroStrategy) and Jack Dorsey (Square) have used their balance sheets to buy Bitcoin
- Institutions and Endowments have been increasing their allocations to Bitcoin (e.g. Stone Ridge)
- Endowments like Yale, Harvard, MIT, Stanford, Dartmouth, and UNC have targeted investments in crypto (as well as venture capital in blockchain)

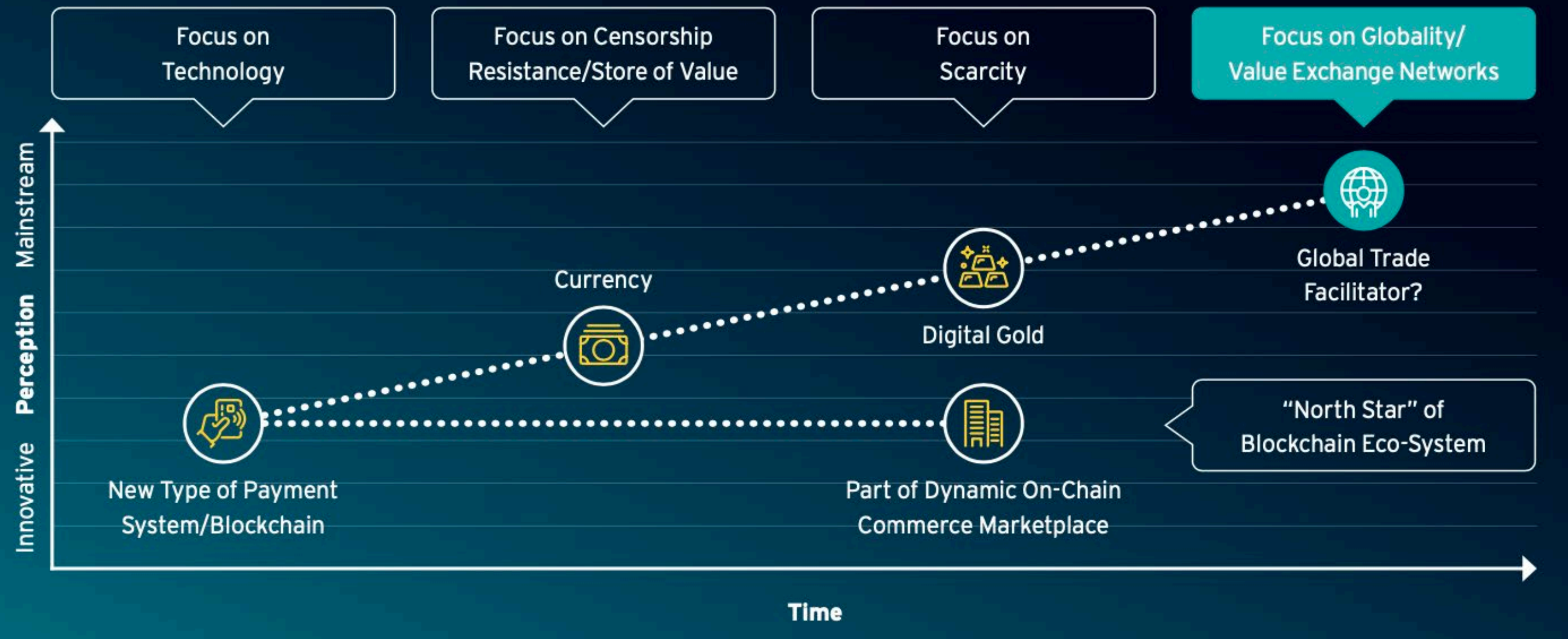
Please note that the Fund does not invest in or track the price of Bitcoin.



A Narrative of Adoption

MAPPING THE FUTURE FOR BITCOIN

Perceptions about what makes Bitcoin important continue to evolve and create new opportunities while increasing its perception towards becoming mainstream. A focus on global reach and neutrality could see Bitcoin become an international trade currency. This would take advantage of Bitcoin's decentralized and borderless design, its lack of foreign exchange exposure, its speed and cost advantage in moving money, the security of its payments, and its traceability.

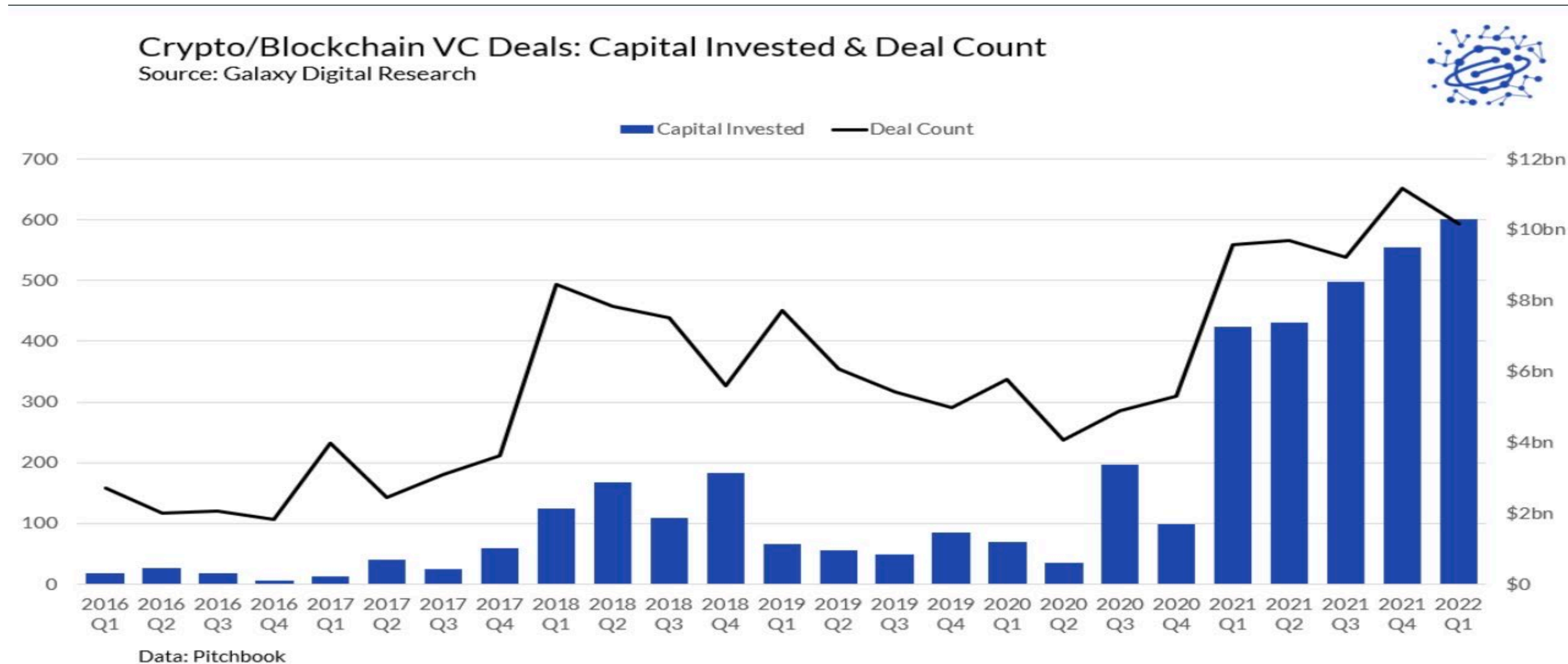


Source: Citi Global Perspectives & Solutions

Venture Capital Investing in Crypto Companies

Venture Capital Is Driving Innovation

- Q1 2022 \$10 Billion Record Adds To The Total Venture Record of \$25.2 Billion



Blockchain Segments: Crypto Miners



- **Proof-of-work mechanism** within the crypto networks.
- Businesses are **moat-like** over the long term, as scale arguably leads to a cost and probability advantage, but the many different approaches to the mining industry will almost certainly lead to much variability and outcomes. Specifically, there are questions about:
 - which type of crypto to mine and which crypto to hold (or “HODL”)
 - as large-scale data centers, the question for many operators
 - whether to broadly host capital allocators, to just mine for your own account, or both.
 - how to manage the timing of crypto mining machine purchases.
- **Geographic consideration** – risks and benefits by country and state, including regulation, economic incentives, and types of power availability.



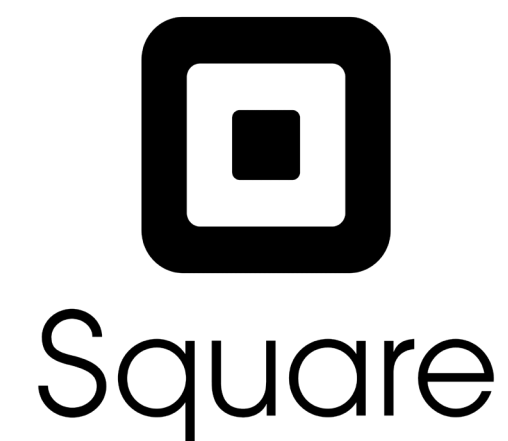
HIVE



Blockchain Segments:

Digital Assets Platforms

Crypto exchanges refers to the Platform sub-category – Transactional. These are company that enable trading of cryptocurrencies for other assets such as digital or fiat currency. They serve as intermediaries between the buyer and seller while operating on a commission-based model.



(Source: The Block Crypto)

“ *The Metaverse
Continuum’s
impact will be felt
across every
dimension of the
enterprise* ”

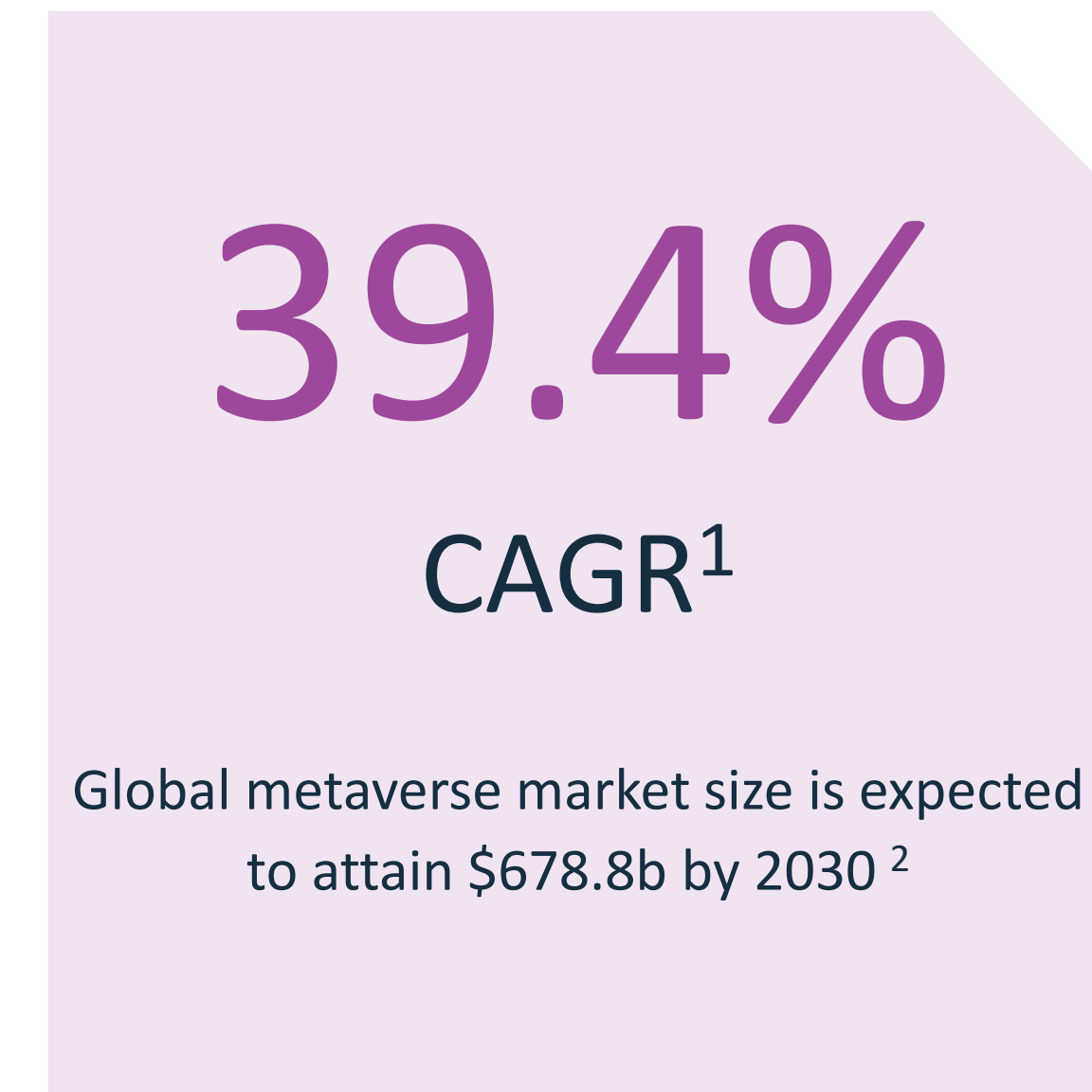


Spanning the Digital World

Metaverse is a continuum that spans the spectrum of digitally enhanced worlds, realities and business models.¹

Metaverse industry poised to see rapid growth potential:²

- Global metaverse market size is expected to attain **\$678.8 billion by 2030** with a **CAGR of 39.4%** over that period.
- Increasing demand from end-use industries—media and entertainment, education, and aerospace and defense—to propel the industry growth.



¹ Meet Me in the Metaverse, Accenture, 2022

² Metaverse Market Size, Share & Trends Analysis Report, Grand View Research, Inc. 2022.

Compound annual growth rate (CAGR) is the rate of return that would be required to reach the ending value.



BLOK

Amplify Transformational Data Sharing ETF

BLOK Overview

BLOK is an actively managed ETF that seeks to provide total return by investing at least 80% of its net assets in equity securities of companies actively involved in the development and utilization of blockchain technologies.

Why Invest in BLOK?

- **Global equity portfolio** of professionally-selected companies involved in blockchain technology and indirect crypto exposure.
- **Active management approach** that we believe enables the Fund to remain flexible, make timely decisions and identify companies that are best positioned to profit from the developing blockchain technology space.

Data as of 10/18/2023. Please note that the Fund does not directly invest or track the price of Bitcoin.

FUND FACTS

Ticker: BLOK

Inception: 1/17/18

Assets: \$420,496,900

Number of Holdings: 49

90-Day Average Daily Volume (shares): 153.78K

Index-based or Active? Actively Managed

Subadvisor: Toroso Investments, LLC

Portfolio Manager: Michael Venuto, Charles Ragauss, and Dan Weiskopf, Toroso Investments, LLC

Expense Ratio: 0.75%

Active Management

Portfolio management team has regular interactions with the management teams of the companies within BLOK.

This enables them to make better-informed investment decisions in the fast-developing blockchain space.

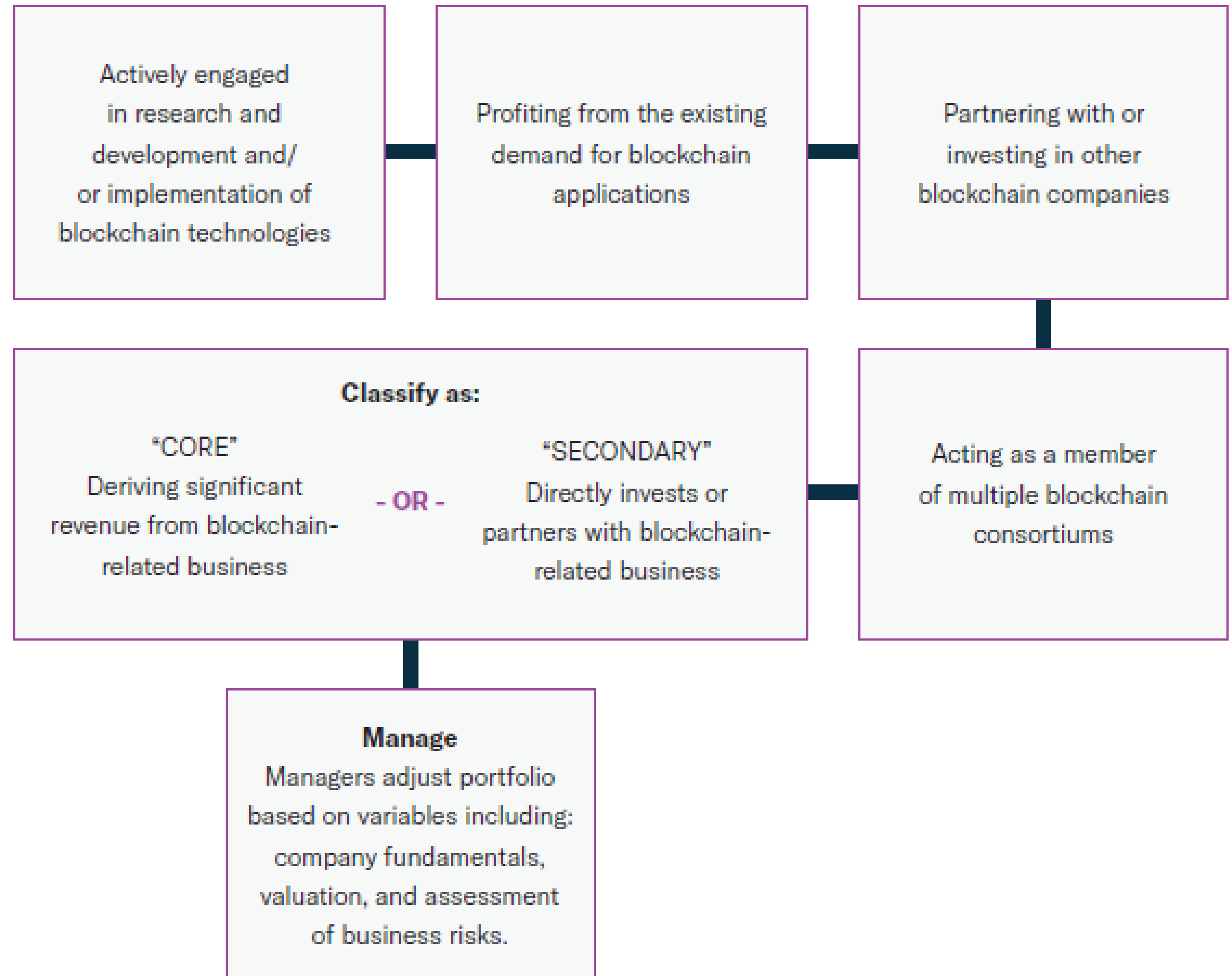


BLOK Portfolio Management Process

- The goal is to identify companies in the early stages of development that may offer exponential returns.
- Venture capitalists have increased their exposure to crypto companies in 2021 to \$25 billion, an 8X increase from last year.¹

¹ <https://www.paymentsdive.com/news/blockchain-startups-landed-record-25b-in-2021/618209/> "

Portfolio managers begin the portfolio-building process by first identifying publicly traded companies that are:

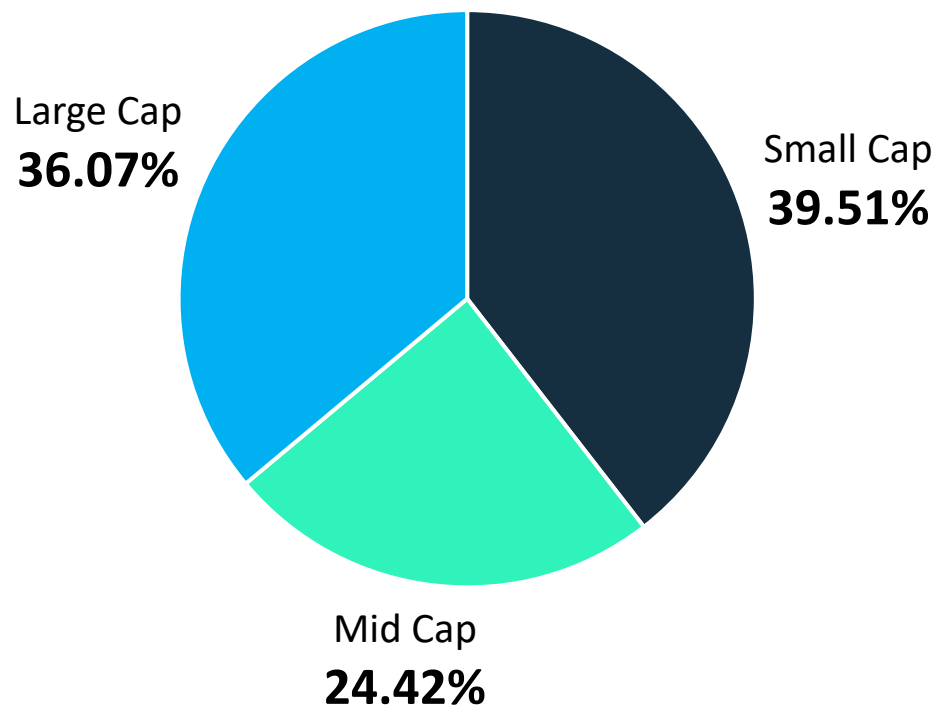


BLOK Portfolio Allocation

TOP 10 HOLDINGS (as of 9/30/2023)

Ticker	Company	Weight %
MSTR	MICROSTRATEGY	4.90
COIN	COINBASE GLOBAL	4.88
8473 JP	SBI HOLDINGS	4.57
ACN	ACCENTURE PLC IRELAND	4.15
GLXY CN	GALAXY DIGITAL	3.74
RIOT	RIOT PLATFORMS	3.66
9449 JP	GMO INTERNET GROUP	3.54
PYPL	PAYPAL HOLDINGS	3.38
CLSK	CLEANSARK	3.28
CUBI	CUSTOMERS BANCORP	3.08

MARKET CAPITALIZATION (as of 9/30/2023)



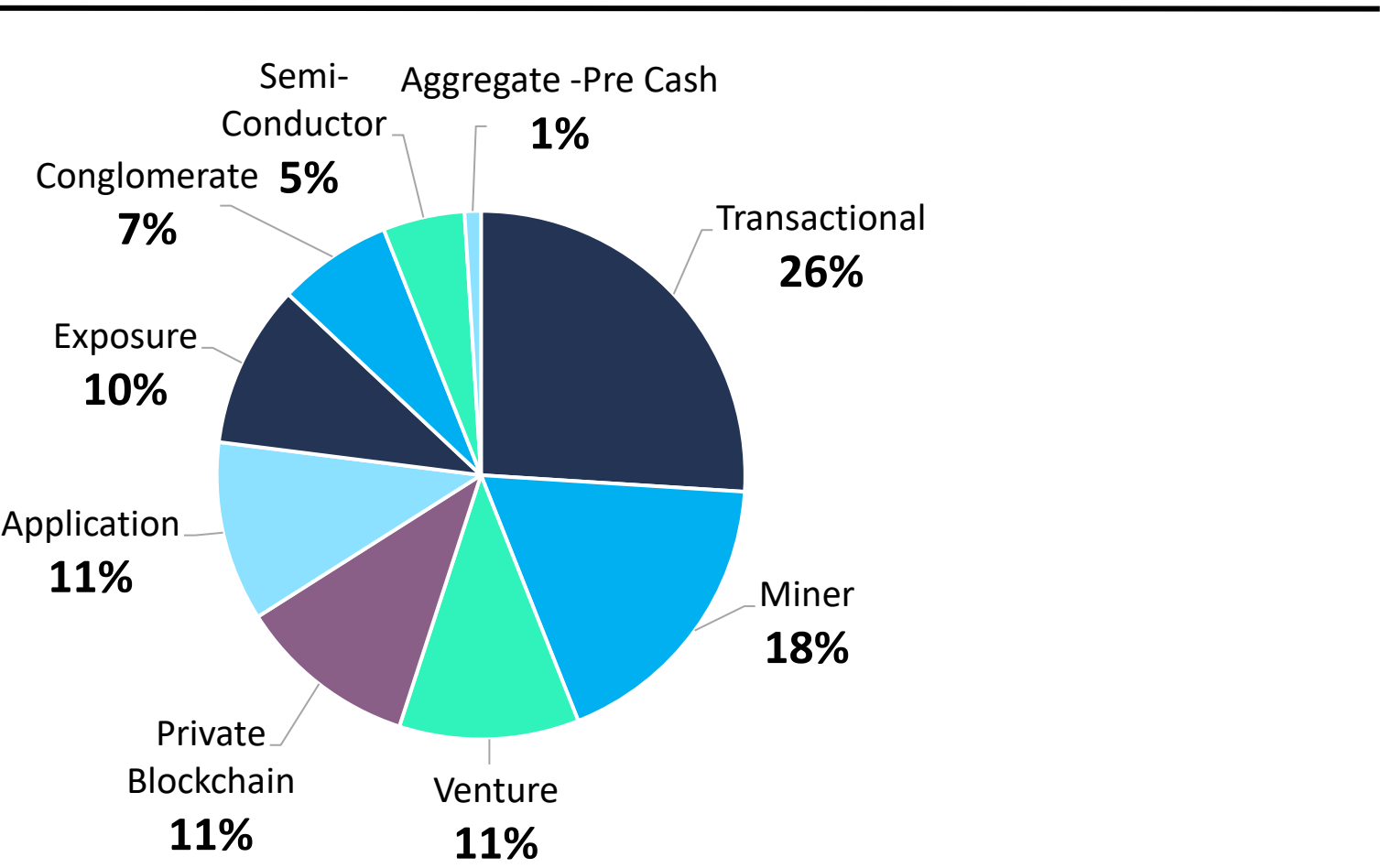
INDUSTRY ALLOCATION (as of 9/30/2023)

	Weight %
SOFTWARE	25
CAPITAL MARKETS	20
IT SERVICES	14
FINANCIAL SERVICES	9
BANKS	8
SEMICONDUCTORS & SEMICONDUCTOR EQUIPMENT	4
TECHNOLOGY HARDWARE, STORAGE & PERIPHERALS	3
SPECIALTY RETAIL	3
ENTERTAINMENT	2
BROADLINE RETAIL	2
INTERACTIVE MEDIA & SERVICES	2
OTHER	8

REGIONAL ALLOCATION (as of 9/30/2023)

	Weight %
NORTH AMERICA	79
ASIA PACIFIC	21

BLOCKCHAIN INDUSTRY ALLOCATION (as of 9/30/2023)



Considerations for Using **BLOK** in Portfolios

Financials
Complement

Technology
Complement

Thematic
Allocation

Public Equity
Approach to
Crypto &
Blockchain

BLOK

Differentiators

- Participation in IPOs
- Participation in other parts of the capitalization structure
- Participation in Canadian Spot BTC ETPs
- Meeting with Management
- Avoiding frauds and concentration
- Participation at the Bitcoin mining counsel

As of 9/30/2023

BLOK Performance

	Cumulative (%)					Annualized (%)			
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception	1 Yr.	3 Yr.	5 Yr.	Since Inception
Fund NAV	-8.96%	-12.08%	2.92%	30.59%	19.96%	7.65%	-1.68%	3.42%	3.24%
Closing Price	-9.33%	-12.40%	3.00%	31.81%	19.93%	7.73%	-1.80%	3.43%	3.24%

Inception date: 1/17/2018.

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. Short-term performance, in particular, is not a good indication of the fund's future performance, and an investment should not be made based solely on returns. Brokerage commissions will reduce returns. For the most recent month-end performance, please visit the Fund's website at AmplifyETFs.com/BLOK.

BLOK Resources

Visit BLOKETF.com
for the latest
investor-friendly
commentary and
marketing material

Portfolio Managers
Commentary—
Monthly & Quarterly



Quarterly Video Updates
Visit YouTube and search “Amplify ETFs”

Public-Approved
Sales Enablement



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](https://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. Brokerage commissions will reduce returns. The Fund is subject to management risk because it is actively managed. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as companies actively engaged in blockchain technology, makes it vulnerable to factors affecting the companies. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. Blockchain technology may never develop optimized transactional processes that lead to realized economic returns for any company in which the Fund invests.

The Fund will invest at least 80% of the Fund’s net assets in equity securities of companies actively involved in the development and utilization of blockchain technologies. Such investments may be subject to the following risks: the technology is new and many of its uses may be untested; theft, loss or destruction; competing platforms and technologies; cybersecurity incidents; developmental risk; lack of liquid markets; possible manipulation of blockchain-based assets; lack of regulation; third party product defects or vulnerabilities; reliance on the Internet; and line of business risk. The investable universe may include companies that partner with or invest in other companies that are engaged in transformational data sharing or companies that participate in blockchain industry consortiums. The Fund will invest in the securities of foreign companies. Securities issued by foreign companies present risks beyond those of securities of U.S. issuers.

The Fund may have exposure to cryptocurrencies such as bitcoin indirectly through investment funds, including through an investment in the Bitcoin Investment Trust (“GBTC”), a privately offered, open-end investment vehicle. Even when held indirectly, investment vehicles like GBTC may be affected by the high volatility associated with cryptocurrency exposure. Investing in cryptocurrency is highly speculative and is only appropriate for investors who understand the associated risks and likelihood of extreme volatility. Investors in cryptocurrency should be prepared to lose their entire investment. The Fund does not invest directly in bitcoin. Holding a privately offered investment vehicle in its portfolio may cause the Fund to trade at a premium or discount to NAV. Many significant aspects of the U.S. federal income tax treatment of investments in cryptocurrencies are uncertain and such investments, even indirectly, may produce non-qualifying income for purposes of the favorable U.S. federal income tax treatment generally accorded to regulated investment companies.

The Fund may, on a limited basis, invest in convertible notes, debt securities and securities of special purpose acquisition corporations (“SPACs”) for the purposes of gaining exposure to companies engaged in blockchain-related technologies including, but not limited to, bitcoin and other digital assets.

Amplify Investments LLC is the Investment Adviser to the Fund, and Toroso Investments, LLC serves as the Investment Sub-Adviser. Amplify ETFs are distributed by Foreside Fund Services, LLC.



Questions?

Visit: [AmplifyETFs.com/BLOK](https://amplifyetfs.com/BLOK)

Phone: (855) 267-3837

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