



# Amplify Transformational Data Sharing ETF



BLOK (Principal U.S. Listing Exchange: NYSE Arca)

Annual Shareholder Report | September 30, 2024

This annual shareholder report contains important information about the Amplify Transformational Data Sharing ETF (the “Fund”) for the period of November 1, 2023, to September 30, 2024. You can find additional information about the Fund at <https://amplifyetfs.com/fund-documents/>. You can also request this information by contacting us at 855-267-3837.

## WHAT WERE THE FUND COSTS FOR THE REPORTING PERIOD? (based on a hypothetical \$10,000 investment)\*

Fund Name	Costs of a \$10,000 investment	Costs paid as a percentage of a \$10,000 investment
Amplify Transformational Data Sharing ETF	\$91	0.70%

\* Expense ratio is annualized. Amount shown reflects the expenses of the Fund for the current fiscal period from November 1, 2023 to September 30, 2024. Expenses would be higher if the Fund had been in operations for a full year.

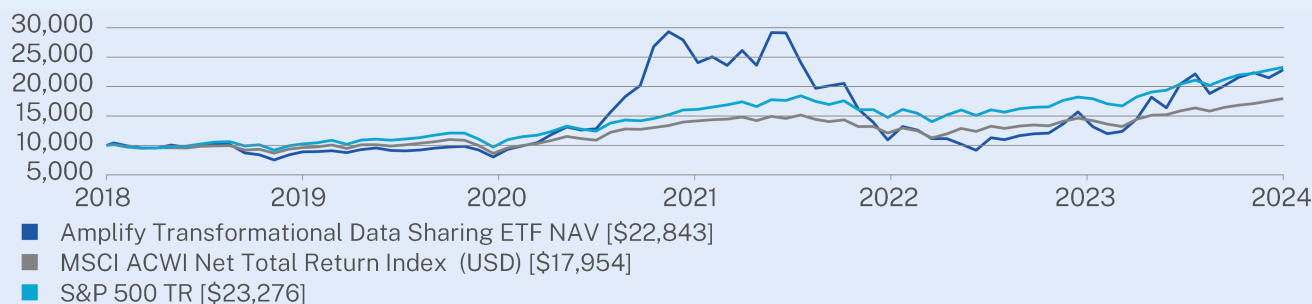
## WHAT FACTORS INFLUENCED PERFORMANCE

- Information Technology and Financial sectors were the top contributing sectors to performance while Consumer Staples was the smallest yet still a positive contributor for the Period.
- The Fund is a thematic strategy focused on companies involved in the development and utilization of blockchain technologies. These companies performed well as cryptocurrencies, which are built on blockchain technology, helped drive the performance higher.
- During the Period, Financials was held with the largest overweight relative to the S&P 500, a broad-based market index, while Health Care was held with the largest underweight.
- During the Period, Microstrategy Inc and Core Scientific Inc were the top contributors to performance while Bitdeer Technologies Group and Beyond Inc were the top detractors to performance.

## HOW DID THE FUND PERFORM SINCE INCEPTION?\*

The \$10,000 chart reflects a hypothetical \$10,000 investment. The chart uses total return NAV performance and assumes reinvestment of dividends and capital gains. Fund expenses, including management fees, were deducted.

### CUMULATIVE PERFORMANCE (Initial Investment of \$10,000)



### ANNUAL AVERAGE TOTAL RETURN (%)

	1 Year	5 Year	Since Inception (01/16/2018)
Amplify Transformational Data Sharing ETF NAV	90.42	20.26	13.11
MSCI ACWI Net Total Return Index (USD)	31.76	12.19	9.12
S&P 500 TR	36.35	15.98	13.43

Visit <https://amplifyetfs.com/fund-documents/> for more recent performance information.

\* The Fund's past performance is not a good predictor of how the Fund will perform in the future. The graph and table do not reflect the deduction of taxes that a shareholder would pay on Fund distributions or redemption of Fund shares.

## KEY FUND STATISTICS (as of September 30, 2024)

<b>Net Assets</b>	\$685,397,277
<b>Number of Holdings</b>	55
<b>Net Advisory Fee</b>	\$4,756,406
<b>Portfolio Turnover</b>	41%

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## WHAT DID THE FUND INVEST IN? (as of September 30, 2024)\*

### Top Holdings (%)

First American Government Obligations Fund	13.0%
Core Scientific, Inc.	5.7%
Galaxy Digital Holdings Ltd.	4.7%
MicroStrategy, Inc. - Class A	4.3%
PayPal Holdings, Inc.	3.8%
Robinhood Markets, Inc. - Class A	3.4%
Block, Inc.	3.3%
NU Holdings Ltd./Cayman Islands - Class A	3.3%
International Business Machines Corp.	3.2%
CompoSecure, Inc. - Class A	3.1%

### Industry Breakdown\*\*



- Software & Services (36.6%)
- Financial Services (28.2%)
- Semiconductors & Semiconductor Equipment (7.1%)
- Banks (5.4%)
- Consumer Discretionary
- Distribution & Retail (5.4%)
- Technology Hardware & Equipment (4.4%)
- Media & Entertainment (4.1%)
- Commercial & Professional Services (1.2%)
- Cash & Other (7.6%)

\* Percentages are stated as a percent of net assets.

\*\* The Global Industry Classification Standard ("GICS®") was developed by and/or is the exclusive property of MSCI, Inc. ("MSCI") and Standard & Poor's Financial Services LLC ("S&P"). GICS® is a service mark of MSCI and S&P and has been licensed for use by U.S. Bank Global Fund Services.

For additional information about the Fund; including its prospectus, financial information, holdings and proxy information, scan the QR code or visit <https://amplifyetfs.com/fund-documents/>.

## HOUSEHOLDING

To reduce Fund expenses, only one copy of most shareholder documents may be mailed to shareholders with multiple accounts at the same address (Householding). If you would prefer that your Amplify Investments, LLC documents not be househanded, please contact Amplify Investments, LLC at 855-267-3837, or contact your financial intermediary. Your instructions will typically be effective within 30 days of receipt by Amplify Investments, LLC or your financial intermediary.