



AMPLIFY TRANSFORMATIONAL DATA SHARING ETF

BLOK



Invest in the rapidly
evolving blockchain
and crypto ecosystem

Why blockchain?

While many are familiar with the term “blockchain” due to its bitcoin connection, this is just the tip of the investment iceberg. This technology makes it possible to create secure cryptocurrencies for all types of online transactions, but its reach also extends deeply into traditional corporate concerns like security, record-keeping, food safety, insurance, global banking, and virtually all manner of business operations. Then consider how blockchain forms the foundation of recreational and household applications in gaming, personal banking, healthcare data, and the fast-growing, alternative 3D world known as the metaverse.

Corporate and government investment in blockchain technology is exploding because new uses are being created and built every day. It is impossible to know how massive this market will become, but current predictions of \$228 billion by 2028 are attracting the interest of long-term investors.



73% CAGR¹

Global blockchain market estimated to grow from **\$4.9B** to **\$228B** by 2028¹

¹ *The Insights Partners, February 2022, Blockchain Market Size Forecast to 2028*

The Blockchain Market

Blockchain is an encrypted digital database shared by different parties in a distributed (decentralized) network. This allows digital records to be accurately and reliably maintained and updated in global commerce. The applications for this technology are just beginning to be explored, but experts agree it has the potential to benefit thousands of companies in hundreds of industries, such as:



Banking/Payments



Security
(cyber, election, etc.)



Human Resources



Internet of Things



Real Estate



Retail



Government



Digital Payments
(NFTs, etc.)



Healthcare



Gaming



Supply Chain



Insurance



The Metaverse &
Web 3.0



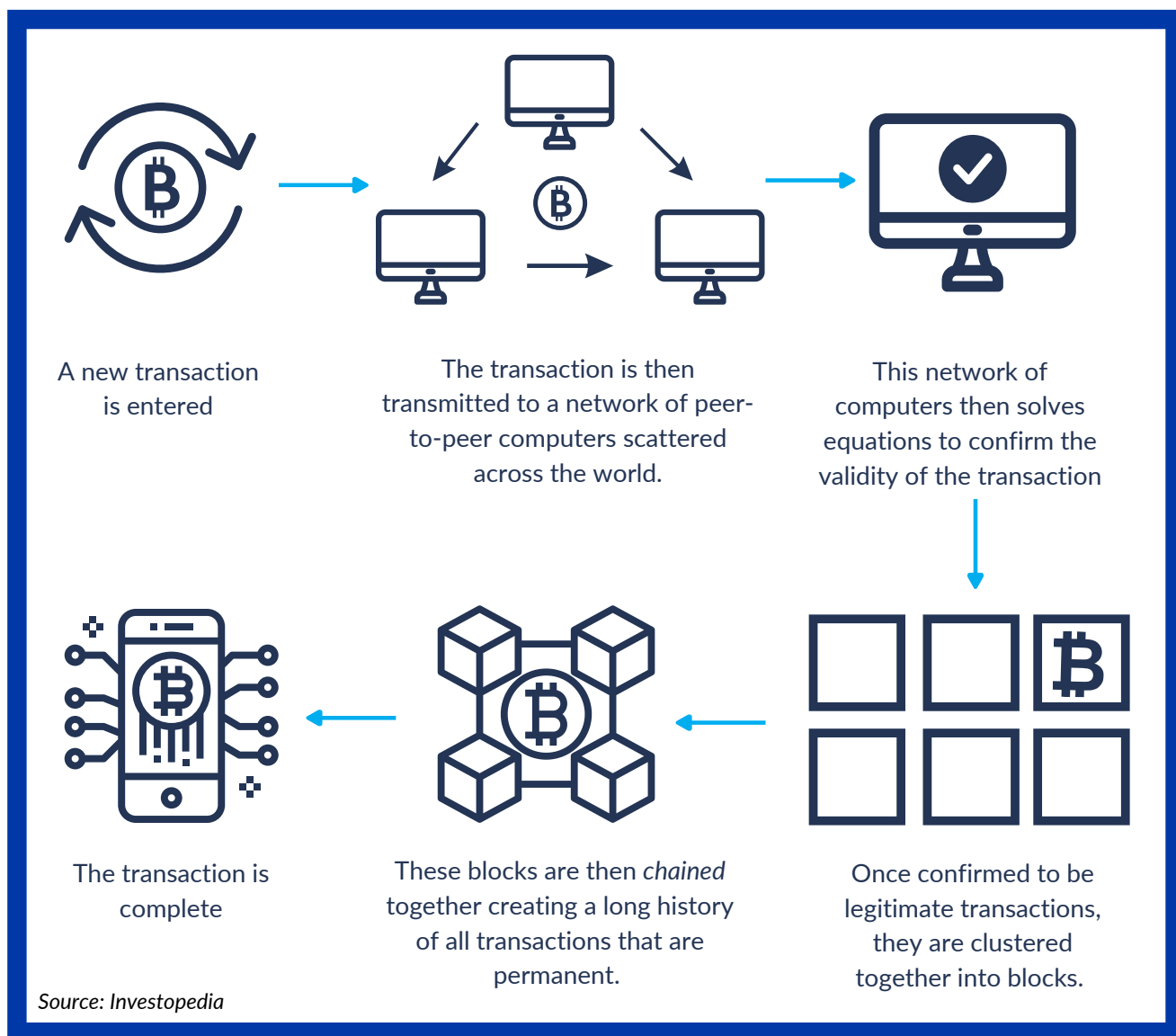
Food Safety



Education

How Does Blockchain Work?

The key to understanding how blockchain functions is based on its decentralized nature. By allowing digital information to be recorded and widely distributed, blockchain eliminates the possibility of fraudulent activity. As shown in the diagram, a new transaction is transmitted throughout the network and authenticated mathematically. Then, it is added (or “chained”) to the previous authenticated transaction in a sequential “block.” To validate the addition of a new transaction to a block, a majority of the decentralized network computers would need to agree it is a valid transaction. This same reason also renders it impossible to hack the blockchain – because a majority of network computers would have to agree to any changes. Clearly, this is a revolutionary advancement in security.



How to Invest in Blockchain

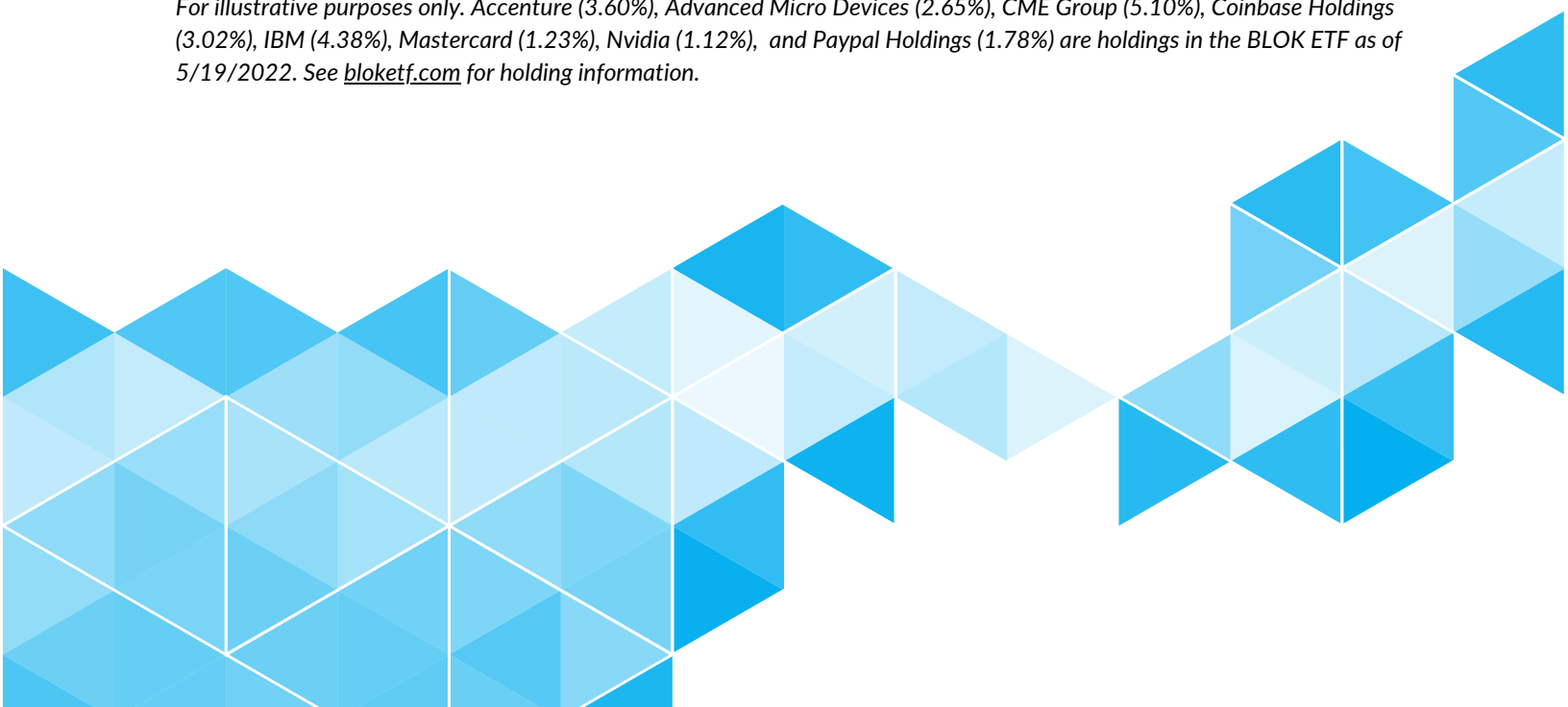
Before discussing how to invest in the future of blockchain, it is essential to identify who and why. Who is already committing capital and credence to those meteoric growth projections? The list of companies is long and growing, and it contains a virtual who's who of modern technology and finance giants.

The next question is why – why are these companies wagering billions (and their business models and reputations) on the virtues of blockchain? Because growth projections are strong, early movers gain the potential advantage.

COMPANIES COMMITTED TO BLOCKCHAIN

- Accenture
- Advanced Micro Devices
- Amazon
- CME Group
- Coinbase Holdings
- Docusign
- IBM
- JP Morgan Chase
- Mastercard
- Nvidia
- Oracle
- Paypal Holdings

For illustrative purposes only. Accenture (3.60%), Advanced Micro Devices (2.65%), CME Group (5.10%), Coinbase Holdings (3.02%), IBM (4.38%), Mastercard (1.23%), Nvidia (1.12%), and Paypal Holdings (1.78%) are holdings in the BLOK ETF as of 5/19/2022. See bloketf.com for holding information.



The Amplify Transformational Data Sharing ETF (BLOK)

New technology transforms lives and businesses – remember what life was like before the Apple iPod, voice assistants, and Bluetooth? We believe blockchain is one of these transformative technologies, and as evidenced by the table on the previous page, we are in good company. The Amplify Transformational Data Sharing ETF was designed to provide investors with an efficient means to participate in the adoption and growth of blockchain. Here are three key benefits of investing in BLOK:

BLOK seeks to provide investors with total return by investing at least 80% of its assets in companies developing and utilizing blockchain technologies.

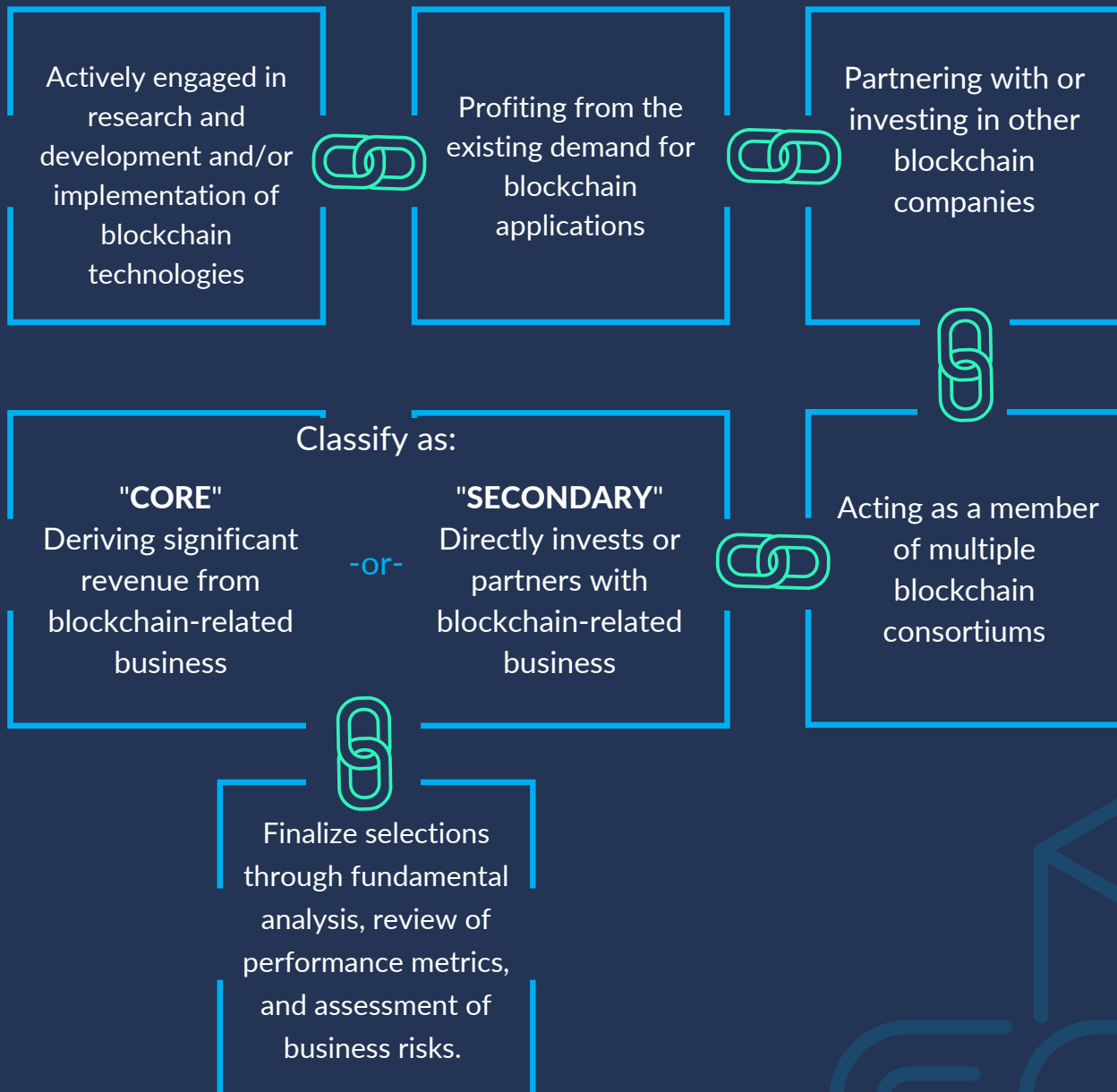
- Diversified access to companies heavily involved in blockchain technology (and indirect exposure to cryptocurrencies)
- Active management allows portfolio managers to make timely decisions on risks and opportunities in this fast-moving sector
- The convenience, transparency, and cost-effectiveness of the exchange-traded fund structure

3 KEY BENEFITS



BLOK Portfolio Management Process

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



BLOK

The launch of BLOK in January 2018 is consistent with our value proposition to bring first-to-market products across growth and income segments. With the blockchain market poised to expand by 40x in the next seven years, BLOK allows investors to participate in this surging sector easily. For more information, please visit bloketf.com.

Carefully consider the Fund's investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in Amplify Funds statutory and summary prospectus, which may be obtained above or 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. 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.

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?

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