



Amplify Seymour Cannabis ETF

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

Annual Shareholder Report | September 30, 2024



This annual shareholder report contains important information about the Amplify Seymour Cannabis 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.

This report describes changes to the Fund that occurred during the reporting period.

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 Seymour Cannabis ETF	\$76	0.75%

* 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.

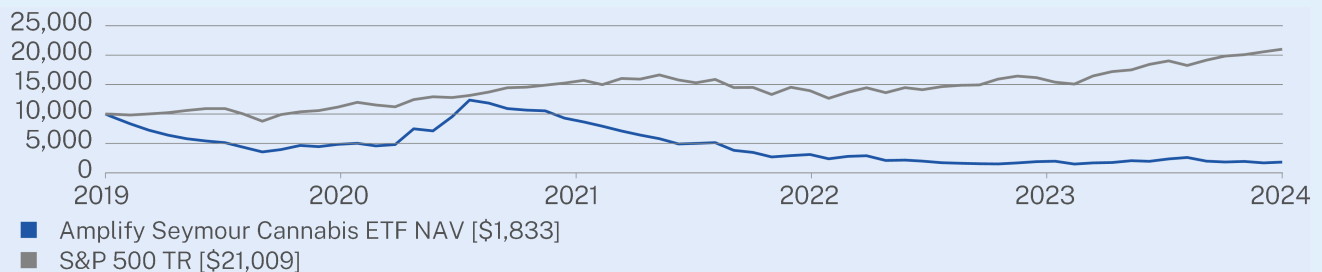
WHAT FACTORS INFLUENCED PERFORMANCE

- Real Estate and the Financials sectors were the top contributing sector to performance while Health Care was the biggest detractor to performance for the Period.
- During the Period, Health Care was held with the largest overweight relative to the S&P 500 Index while Information Technology was held with the largest underweight.
- The Fund is focused on providing exposure to companies in the cannabis industry. Regulatory uncertainty around the Federal legalization of cannabis has dampened investor interest and hurt performance of cannabis related companies.
- During the Period, Innovative Industrial Properties Inc and Truelieve Cannabis Corp were the top contributors to performance while Curaleaf Holdings Inc and Tilray Brands 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 (07/22/2019)
Amplify Seymour Cannabis ETF NAV	-7.35	-24.05	-27.87
S&P 500 TR	36.35	15.98	15.37

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)

Net Assets	\$27,977,961
Number of Holdings	32
Net Advisory Fee	\$18,834
Portfolio Turnover	2%

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

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

Top Holdings (%)

First American Government Obligations Fund	8.8%
Innovative Industrial Properties, Inc.	8.6%
Curaleaf Holdings, Inc.	7.4%
Tilray Brands, Inc.	7.1%
Invesco Government & Agency Portfolio	6.7%
TerrAscend Corp.	4.8%
Cronos Group, Inc.	4.0%
GrowGeneration Corp.	3.7%
WM Technology, Inc.	3.7%
Silver Spike Investment Corp.	3.1%

Geographic Breakdown (%)



- United States (45.3%)
- Canada (22.4%)
- Cash & Other (32.3%)

* Percentages are stated as a percent of net assets.

Changes to Fund's Portfolio Management Team:

Effective August 1, 2024, Anand Desai will no longer serve as a portfolio manager and is replaced by Christine Johanson to the Fund.

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.