

# The Expertise Behind BLOK

The ETF utilizes the expertise of several firms with specialized focus across various market segments including: asset management, individual stock research, ETF product management and blockchain technology analysis and research. Together these skills combine to deliver 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. For more information on BLOK, including the prospectus, visit [AmplifyETFs.com/BLOK](https://AmplifyETFs.com/BLOK).

## BLOK ETF Sponsor & Adviser

Amplify ETFs, sponsored by Amplify Investments, has over \$4.2 billion in assets across its suite of ETFs (as of 1/31/2023). Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Amplify ETFs deliver expanded investment opportunities for growth, capital preservation, and income-focused investors. The launch of BLOK is consistent with Amplify's value proposition to bring first-to-market products across growth and income segments.



## BLOK Sub-Advisers & Portfolio Management

### Toroso Investments

Toroso Investments, LLC, a sub-adviser on BLOK, manages the investment strategy and portfolio selection for BLOK. Toroso is an innovative registered investment advisor (RIA), dedicated to understanding, researching, and managing assets within the expanding ETF universe. Toroso has actively invested in publicly-traded companies involved in blockchain technologies since 2016. Tidal Financial Group is the brand name for Toroso Investments, LLC and its subsidiary Tidal ETF Services LLC.



## Strategic Research Providers

### Emerita Capital

Based in the San Francisco Bay area, Emerita Capital is an independent research firm of computer scientists, engineers, and financial experts enthusiastic about blockchain technology and artificial intelligence. They deliver insights and frameworks to evaluate the impact of these technologies in economics, business models, and human interactions.



### EQM Indexes

Based in the San Diego area, EQM indexes LLC is a woman-owned firm dedicated to creating and supporting innovative indexes that track growth industries and emerging investment themes. Co-founded by Jane Edmondson, a former Institutional Portfolio Manager with more than 25 years in the investment industry, EQM's index design expertise spans a wide range of asset classes and financial instruments.



## Origins of the Amplify Transformational Data Sharing ETF (BLOK)

In 2017 Amplify ETFs was approached by Gabriel Rojo, crypto currency investor and founder of blockchain and AI research firm Emerita Capital. Gabriel had an idea to launch an index-based ETF focused on owning publicly traded companies involved in the development, research and commercialization of blockchain technology. He was interested in diversifying his cryptocurrency centric blockchain portfolio by investing in publicly traded companies engaged in the blockchain ecosystem. Emerita had built a blockchain focused index utilizing EQM Indexes. EQM connected Emerita and Amplify.

Coincidentally, earlier that year Amplify had spoken with Toroso Investments — a RIA who was managing a separately managed account strategy in the same space and had already secured a ticker at the NYSE for a blockchain focused ETF — about packaging a group of blockchain-focused securities into an ETF.

Amplify initiated a conversation between the three firms which ultimately lead to the collaboration behind the launch of BLOK, the first ETF to focus on the emerging blockchain market segment, in early 2018.

According to data provider ETF Action, as of 9/30/2023, there were 15 blockchain related ETFs available in the US marketplace, representing nearly \$900 million of market capitalization.

**Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Fund's statutory and summary prospectus, which may be obtained by calling 855-267-3837 or by visiting [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.*

*Amplify Investments LLC is the Investment Adviser to the Fund, and Toroso Investments, LLC serves as the Investment Sub-Adviser.*

*Emerita Capital and EQM Indexes are not affiliated with the Fund, nor the Fund's Adviser and Sub-Adviser.*

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