



Amplify Cybersecurity ETF

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

Annual Shareholder Report | September 30, 2024



This annual shareholder report contains important information about the Amplify Cybersecurity ETF (the “Fund”) for the period of October 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 PAST YEAR? (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 Cybersecurity ETF	\$70	0.60%

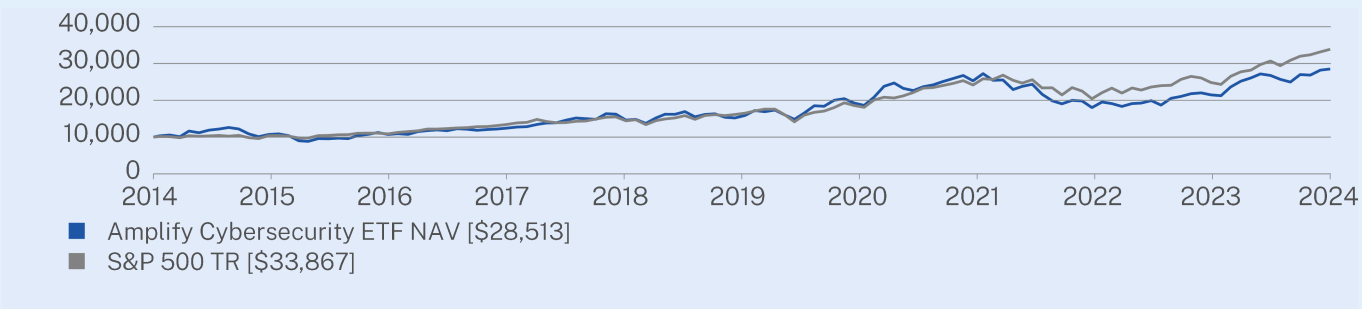
WHAT FACTORS INFLUENCED PERFORMANCE

- The primary driver of returns in the Fund and the S&P 500 were companies in the Information Technology sector. The Fund focuses on those companies in the cybersecurity market, while the S&P 500 returns came from large technology companies in the hardware and software industries. The cybersecurity related companies in the Fund returned slightly less than the broad based S&P 500.
- The Fund had exposure to two sectors – Information Technology and Industrials, which both positively contributed to performance over the Period.
- During the Period, Information Technology was held with the largest overweight relative to the S&P 500 Index, a broad-based market index, while Financials was held with the largest underweight.
- During the Period, Broadcom Inc and CrowdStrike Holdings Inc were the top contributors to performance while Fastly Inc and Qualys 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 (11/11/2014)
Amplify Cybersecurity ETF NAV	32.78	13.42	11.18
S&P 500 TR	36.35	15.98	13.13

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	\$1,746,406,738
Number of Holdings	26
Net Advisory Fee	\$10,072,319
Portfolio Turnover	71%

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

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

Top Holdings	(%)
Broadcom, Inc.	10.5%
Cisco Systems, Inc.	7.4%
Palo Alto Networks, Inc.	5.8%
Fortinet, Inc.	4.6%
General Dynamics Corp.	4.6%
Northrop Grumman Corp.	4.6%
CrowdStrike Holdings, Inc. - Class A	4.6%
Leidos Holdings, Inc.	4.1%
Booz Allen Hamilton Holding Corp.	4.0%
Cloudflare, Inc. - Class A	3.9%

Sector Breakdown**



- Information Technology (79.4%)
- Industrials (17.3%)
- Cash & Other (3.3%)

* 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.

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.

Changes to Shareholder Fees (fees paid directly from your investment):

Effective July 1, 2024, the Fund changed their Creation and Redemption fees from \$750 to \$500.

Other Material Fund Changes:

The Fund commenced operations following the completion of the reorganization of the ETFMG Prime Cyber Security ETF, a series of ETF Managers Trust (the "Predecessor Fund"), into the Fund, which occurred after close of business on January 26, 2024 (the "Reorganization").

CHANGES IN ACCOUNTANTS

As a result of the Reorganization after the close of business on January 26, 2024, there was a change in accountants from Withum Smith + Brown, PC, the Predecessor Fund's independent registered public accounting firm, to Cohen & Company,

Ltd., the independent registered public accounting firm that the Board selected for the Fund at a meeting held on June 16, 2023, upon the recommendation of the Trust's Audit Committee.

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.