Amplify ETFs

IBUY

Amplify Online Retail ETF

Order Anything Online Today?

E-Commerce Trend Continues to Grow

Ordering dinner, household supplies, or just about anything has never been easier – just click and it appears on your computer or arrives on your doorstep. Some e-commerce names are well established, but for others, growth trajectories are just beginning. E-commerce is still in its adolescence (Amazon[1] sold its first book in 1995), and experts agree decades of solid growth lie ahead. The pandemic accelerated what we already knew – for billions worldwide, shopping online is a must.

Trends Supporting E-Commerce

Many business and demographic trends support the continued growth of e-commerce:

1. The **ease and convenience** of shopping from home drives online retail sales
2. **Environmental factors** influence 30% of buyers' decisions to purchase from a company[2]
3. **Mobile shopping** is expected to jump from $2.7 trillion (2020) to $3.8 trillion in 2022[2]
4. The **number of mobile devices** is anticipated to exceed 18 billion by 2025[3]
5. Nearly 67% of **younger consumers** (18-34) are spending more now than pre-pandemic[2]
6. **Social media** (including TikTok's one billion monthly users) is increasing its e-commerce focus
7. **New, previously untapped markets** (cannabis, gaming, etc.) are poised to generate huge new volumes
8. **Personalizing online shopping** (with augmented reality, etc.) has the potential to result in increased sales

Sectors Likely to Benefit

- Mobile Platforms
- Legacy Retailers
- Payment Platforms
- Transportation (Drones, etc.)
- Discount Outlet E-Retailers
- Home Improvement
- Online Travel Platforms
- Auction Sites
- Online Marketplaces
- Beauty Products
- Upscale Resale
- Online Gaming

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How Can Investors Capitalize on the Growth of E-Commerce Companies?

The pandemic has created hundreds of millions of new online shoppers. For an idea of just how fast e-commerce is growing, the consulting firm McKinsey estimated that at the height of pandemic, ten years of "normal" e-commerce growth happened in just 90 days.[4] But even now, online retail in the U.S. only comprises about 23% of total retail sales. Industry models predict this will rise to 31% by 2026.[5] One option for investors interested in digital commerce is the Amplify Online Retail ETF (IBUY), an actively managed ETF representing a pure play in the rapidly growing e-commerce sector. For more information, please visit **ibuyetf.com**.

[1] As of Dec. 31, 2022, Amazon has a 2.31% weighting in IBUY ETF | [2] 10 e-commerce trends that you need to know in 2022, oberlo.com, Sep. 12, 2022 | [3] Forecast number of mobile devices worldwide from 2020 to 2025 (in billions), statistica.com, Oct. 18, 2022 | [4] Five Fifty: The Quickening, mckinsey.com, Jun. 06, 2021 | [5] Here's Why E-Commerce Growth Can Stay Stronger for Longer, morganstanley.com, Jun. 14, 2022

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. 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. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as the online retail industry, makes it vulnerable to factors affecting the industry. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. Investments in consumer discretionary companies are tied closely to the performance of the overall domestic and international economy, interest rates, competition and consumer confidence. Online retail companies are subject to risks of consumer demand and sensitivity to profit margins. Additionally technology and internet companies are subject to rapidly changing technologies; short product life cycles; fierce competition; aggressive pricing and reduced profit margins; the loss of patent, copyright and trademark protections; cyclical market patterns; evolving industry standards; and frequent new product introductions. Information technology companies may be smaller and less experienced companies, with limited product lines, markets or financial resources and fewer experienced management or marketing personnel. Stocks of many internet companies have exceptionally high price-to-earnings ratios with little or no earnings histories. Information technology company stocks, especially those which are internet related, have experienced extreme price and volume fluctuations that are often unrelated to their operating performance. The Fund is nondiversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies. Investments in foreign securities involve greater volatility and political, economic, and currency risks and differences in accounting methods. The Fund's return may not match or achieve a high degree of correlation with the return of the underlying Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index.

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

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