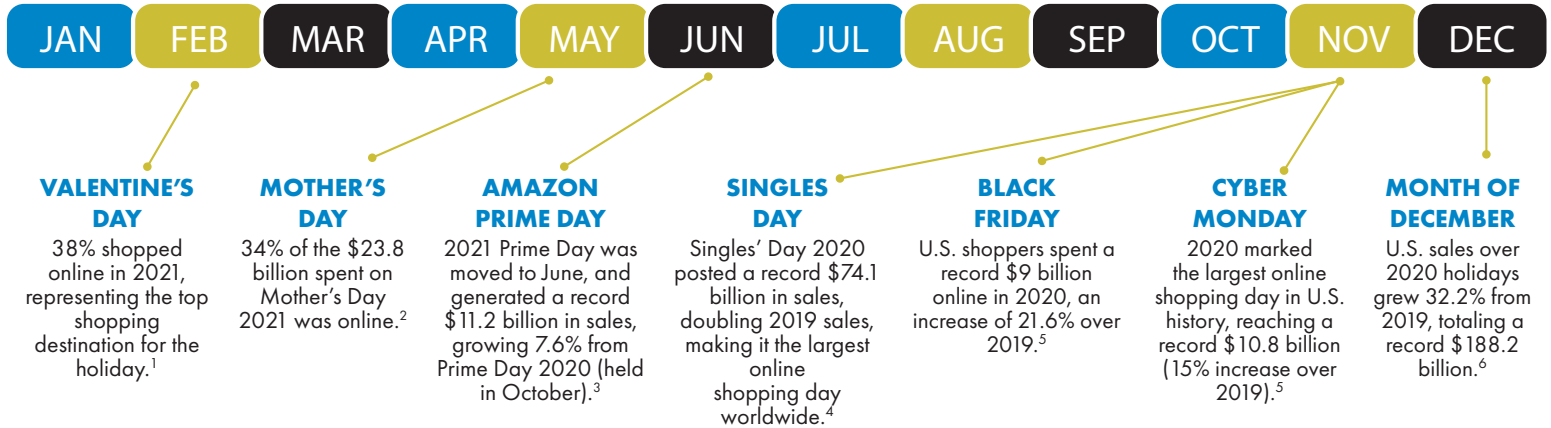


A YEAR IN THE LIFE ONLINE RETAIL - IBUY

A view of this historically growing trend in the context of the Amplify Online Retail ETF - (NYSE: IBUY)

TOP GLOBAL ONLINE SHOPPING DAYS OF THE YEAR



PERFORMANCE FOR IBUY QUARTER END AS OF DECEMBER 31, 2021

	CUMULATIVE (%)					ANNUALIZED (%)			
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception (4/20/16)	1 Yr.	3 Yr.	5 Yr.	Since Inception (4/20/16)
Fund NAV	-10.71%	-19.44%	-32.05%	-22.95%	255.29%	-22.95%	30.26%	26.71%	24.90%
Closing Price	-10.71%	-19.43%	-32.11%	-22.99%	255.08%	-22.99%	30.34%	26.68%	24.89%

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted. Brokerage commissions will reduce returns. For performance data current to the most recent month-end please call 855-267-3837 or visit <https://amplifyetfs.com/ibuy>.

With all the negative news surrounding brick-and-mortar retailers, online retail remains the bright spot in the retail sector. IBUY is one of the only pure ways to invest in this sector. While we believe the growth story of online retail is promising, online retail still makes up approximately 13% of all U.S. retail sales. This presents a massive market-share opportunity.

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 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. The fund is new with limited operating history. 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 non-diversified, 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.

Diversification does not assure a profit or protect against a loss in a declining market.

Amplify Investments LLC serves as the investment advisor and Penserra Capital Management LLC serves as sub advisor to the fund. Amplify ETFs are distributed by Foreside Fund Services, LLC.

QUESTIONS?

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¹ Source: NRF Valentine's Spending Survey

² Source: NRF Mother's Day Spending Survey

³ Source: Digital Commerce 360

⁴ Source: CNBC

⁵ Source: PracticalEcommerce (Adobe Analytics)

⁶ Source: CNBC (Adobe Analytics)