



# Amplify Mobile Payments ETF

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

Annual Shareholder Report | September 30, 2024



This annual shareholder report contains important information about the Amplify Mobile Payments 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 Mobile Payments ETF	\$88	0.75%

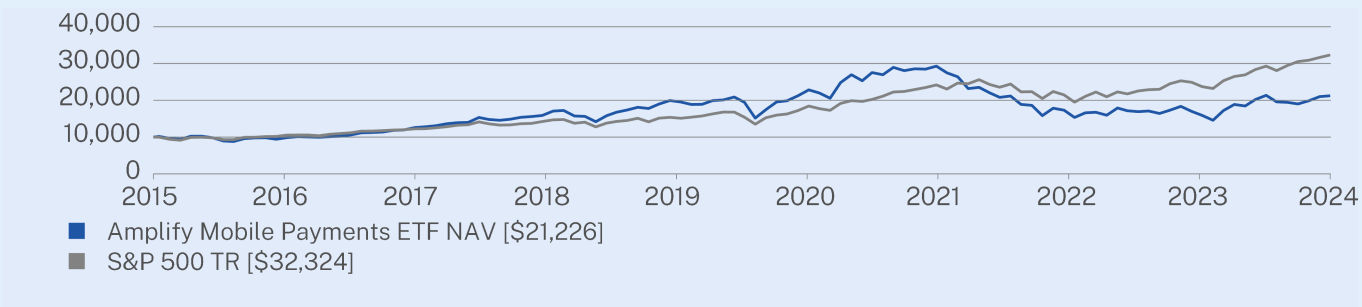
## WHAT FACTORS INFLUENCED PERFORMANCE

- The Fund is concentrated in companies involved in digital payment and processing activity. As more consumers transact digitally as opposed to with cash or check, these companies stand to benefit. These companies are concentrated in the Financial sector. This sector was not a top performing sector in the S&P 500 over the period but the companies in the Fund performed well and Fund performance was only slightly below the broad market index.
- The Fund had exposure to two sectors – Financials, which was the top contributing sector to performance, and Information Technology, which was the smallest yet still a positive contributor to performance over the Period.
- During the Period, Financials was held with the largest overweight relative to the S&P 500 Index, a broad-based market index, while Information Technology was held with the largest underweight.
- During the Period, American Express Co and Adyen NV were the top contributors to performance while Worldline SA and Remitly Global were the top detractors.

## 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 (07/15/2015)
<b>Amplify Mobile Payments ETF NAV</b>	33.55	2.38	8.51
<b>S&amp;P 500 TR</b>	36.35	15.98	13.58

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)

<b>Net Assets</b>	\$298,326,053
<b>Number of Holdings</b>	38
<b>Net Advisory Fee</b>	\$2,415,700
<b>Portfolio Turnover</b>	47%

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

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

<b>Top Holdings</b>	<b>(%)</b>	<b>Top Ten Countries</b>	<b>(%)</b>
PayPal Holdings, Inc.	6.5%	United States	83.5%
American Express Co.	6.1%	Netherlands	4.7%
Fiserv, Inc.	6.1%	United Kingdom	3.5%
Mastercard, Inc. - Class A	6.0%	Italy	2.2%
Visa, Inc. - Class A	5.8%	Brazil	2.1%
Toast, Inc. - Class A	4.9%	Japan	1.4%
Adyen NV	4.7%	Australia	1.2%
Corpay, Inc.	4.6%	France	0.8%
Fidelity National Information Services, Inc.	4.5%	Puerto Rico	0.7%
Discover Financial Services	4.5%	Cash & Other	-0.1%

\* 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.

## Other Material Fund Changes:

The Fund commenced operations following the completion of the reorganization of the ETFMG Prime Mobile Payments 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.