



Amplify Alternative Harvest ETF



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

Annual Shareholder Report | September 30, 2024

This annual shareholder report contains important information about the Amplify Alternative Harvest 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 Alternative Harvest ETF	\$39	0.39%

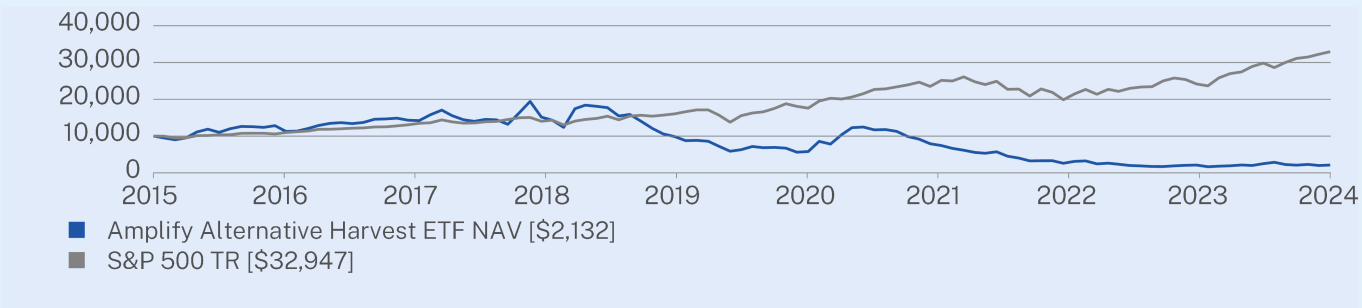
WHAT FACTORS INFLUENCED PERFORMANCE

- Health Care was the top contributing sector to performance over the Period while Information Technology was the biggest detractor to performance.
- During the Period, Health Care 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.
- The Fund is focused on providing exposure to companies in the cannabis industry. Regulatory uncertainty around the Federal legalization of cannabis has dampened investor interest and hurt performance of cannabis related companies.
- During the Period, Innovative Industrial Properties and Turning Point Brands were the top contributors to performance while 22nd Century Group and Charlottes Web Holdings 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 (12/03/2015)
Amplify Alternative Harvest ETF NAV	0.40	-27.41	-16.06
S&P 500 TR	36.35	15.98	14.46

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	\$229,261,437
Number of Holdings	27
Net Advisory Fee	\$938,545
Portfolio Turnover	45%

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

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

Top Holdings	(%)
Amplify U.S. Alternative Harvest ETF	48.5%
First American Government Obligations Fund	14.2%
Innovative Industrial Properties, Inc.	8.1%
Tilray Brands, Inc.	7.4%
SNDL, Inc.	5.9%
Cronos Group, Inc.	4.8%
Canopy Growth Corp.	4.2%
Aurora Cannabis, Inc.	3.4%
Chicago Atlantic Real Estate Finance, Inc.	2.6%
AFC Gamma, Inc.	1.8%

* Percentages are stated as a percent of net assets.

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 Alternative Harvest 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.