



Amplify ETFs Launches the Amplify Thematic All-Stars ETF (NYSE: MVPS)

Core Thematic ETF Selects & Weights Stocks Via Thematic ETF Ownership Data

CHICAGO – July 21, 2021 — [Amplify ETFs](#) announces the launch of the Amplify Thematic All-Stars ETF (NYSE: MVPS), a core thematic ETF that invests in the themes and stocks considered the purest and most attractive as determined by U.S. ETF ownership data. MVPS seeks investment results that generally correspond to the ETF All-Stars Thematic Composite Index (the “Index”), which is powered by ETF Action, a technology and research firm.

MVPS is a first-of-its-kind core thematic ETF driven by Thematic ETF market capitalization data and the consensus underlying stocks that comprise each theme. This data analysis produces an index-based portfolio reflective of what one of the most sophisticated and progressive groups of investors in the world – ETF investors – believes are the appropriate weights for individual ETF themes and the stocks that power them.

“The proliferation of thematic ETFs has left investors with a series of questions,” said Christian Magoon, CEO of Amplify ETFs. “Which themes should I own? How much should I allocate to each theme? How do I focus on consensus pure play stocks representing a theme? When should I rebalance my exposure? MVPS helps address these questions, and provides a convenient solution for investors who want to own themes without the hands-on research needed to identify thematic opportunities.”

“The ETF All-Stars Thematic Composite Index is the first-ever strategy to leverage the growth and transparency of thematic ETFs to establish a consensus view on which companies best align with innovative trends across the world economy,” said Mike Akins, CEO & Founding Partner of ETF Action. “We are thrilled to partner with Amplify, a clear leader in the thematic ETF space, to make this strategy available to investors.”

The Thematic All-Stars universe includes all ETFs meeting ETF Action’s proprietary classification requirements within the following thematic segments:

- Disruptive Technology
- Evolving Consumer
- FinTech
- Health Care Innovation
- Industrial Revolution
- Sustainability
- Multi-Theme

Investors can learn more about MVPS at AmplifyETFs.com/MVPS.

About Amplify ETFs

Amplify ETFs, sponsored by Amplify Investments, has over \$4.6 billion in assets across its suite of ETFs (as of 6/30/2021). Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Amplify ETFs deliver expanded investment opportunities for investors seeking growth, income and risk-managed strategies.

About ETF Action

ETF Action is a financial technology and research company offering institutional-level data, industry leading tools, actionable insights, engaging model portfolios and differentiated index strategies designed to empower investment professionals. With the core premise of viewing Markets Through the Lens of ETFs™, ETF Action harnesses the growth and unparalleled transparency of ETFs to democratize market research via its user-friendly SaaS platform.

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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 above or 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. The Fund is not actively managed. The Fund invests in securities included in its Index regardless of their investment merit.

The Fund is susceptible to potential operational risks through breaches in cybersecurity. Small and/or mid-capitalization companies may be more vulnerable to adverse general market or economic developments, and their securities may be less liquid and may experience greater price volatility than larger, more established companies as a result of several factors, including limited trading volumes, products or financial resources, management inexperience and less publicly available information. Accordingly, such companies are generally subject to greater market risk than larger, more established companies. Securities issued by non-U.S. companies present risks beyond those of securities of U.S. issuers.

The ETF All-Stars Thematic Composite Index seeks to provide access to a diversified basket of global companies ("Thematic ETF All-Stars") most widely owned by ETFs included in the Index Provider's qualifying thematic universe. The thematic universe includes all ETFs that meet the Index Provider's proprietary classification requirements, which are designed to identify ETFs with strategies seeking to capture investment opportunities in one of the following

thematic segments: disruptive technology, evolving consumer, fin-tech, health care innovation, industrial revolution, sustainability, and multi-theme. The Fund seeks to have a tracking error of less than 5% in relation to its index. However, there is no guarantee the tracking error will not exceed 5%.

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

Amplify ETFs are distributed by Foreside Fund Services, LLC.