Amplify ETFs™

Samsung Asset Management

SOF

Amplify Samsung SOFR ETF

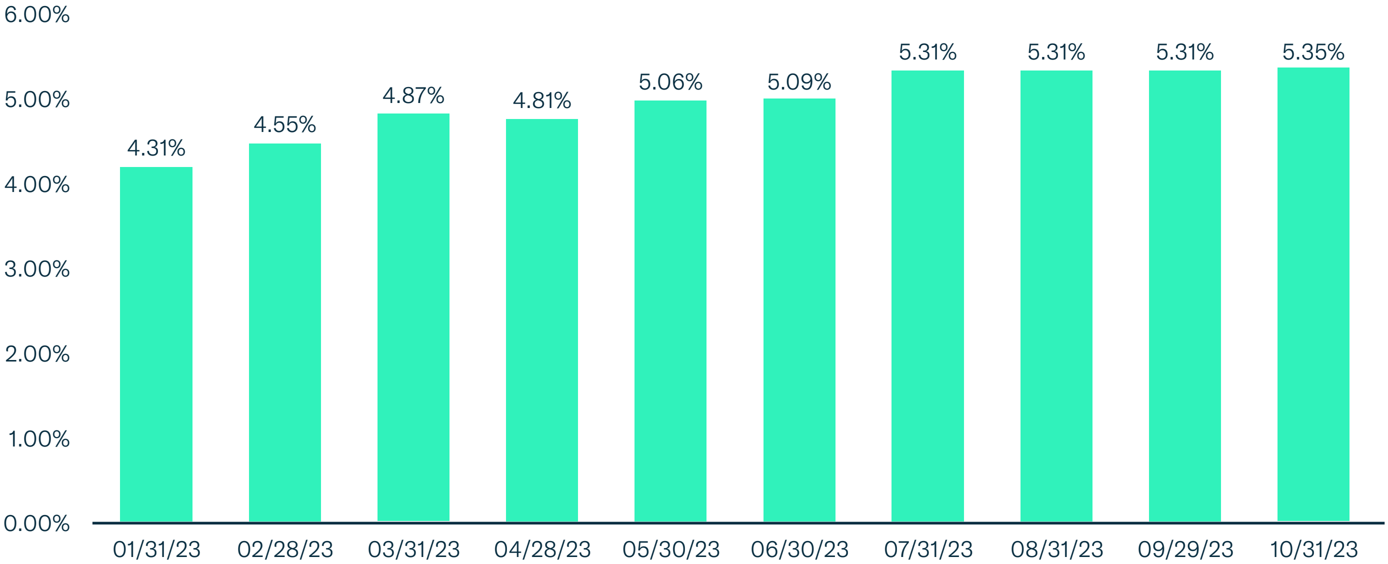
WHAT IS SOFR?

The Secured Overnight Financing Rate (SOFR) is a broad measure of the cost of borrowing cash overnight collateralized by Treasury securities.[1]

SECURED OVERNIGHT FINANCING RATES (SOFR) 2023 YTD

The SOFR YTD average is 5.00%[2]

The Secured Overnight Financing Rate has historically been higher than most money market options.



Past performance does not guarantee future results. *There is no assurance that SOFR will perform in a similar way as other more established rates would have performed at any time. SOFR is a relatively new reference rate not yet been widely implemented and may be more volatile than other benchmark rates.*[2]

SOFR is a secured rate ▶ **Collateralized by high quality U.S. Treasuries**

SOFR ATTRIBUTES

SOFR reflects the short-term cost of borrowing money using Treasury debt as collateral

Calculated based on actual transactions from the previous business day

The rate is published daily, before market open, by the New York Fed

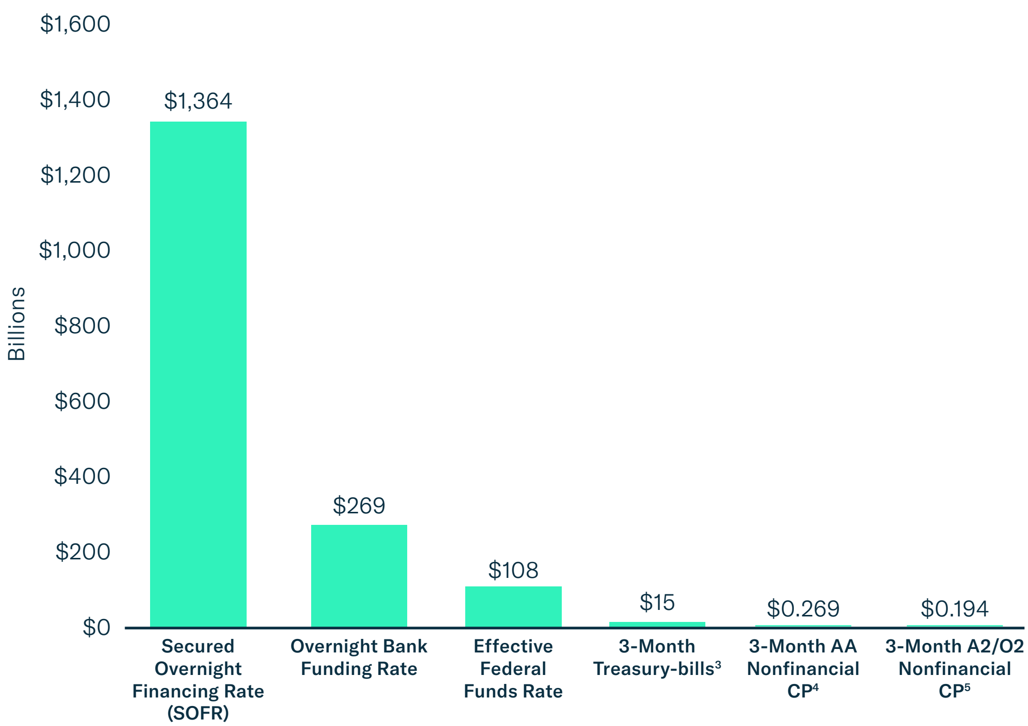
Relies on repurchase (REPO) agreements backed by Treasuries

See page 3 to learn about REPOS!

Represents a broad market that averages transaction volumes greater than $1 trillion per day[1]

Large, diverse set of participants including asset managers, banks, broker-dealers, insurance companies, money market funds, pension funds, etc.

AVERAGE DAILY VOLUMES 2023 YTD (B)



Averages more than **$1 trillion** in underlying transaction volume per day[1]

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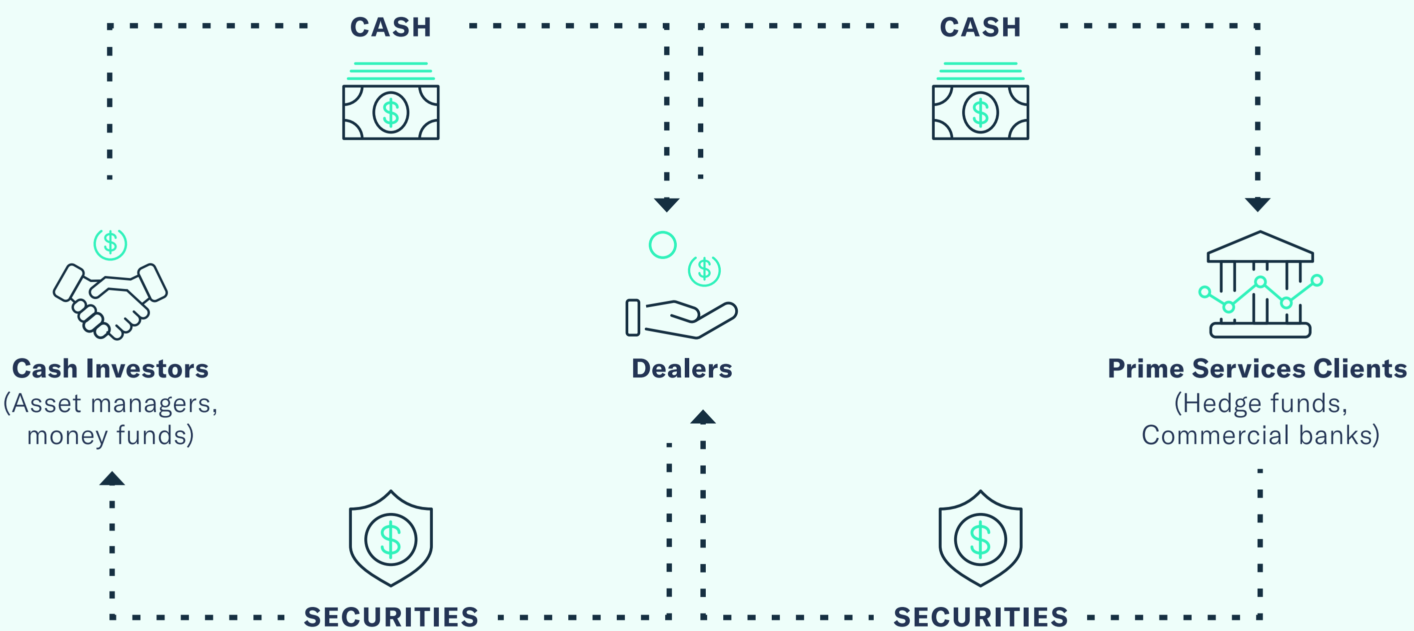
SOFR BENEFITS

- **Secured**
- **Transparent**: Based on actual historical transactions
- **Backward looking**
- Federal Reserve Bank of NY **provides credibility**
- Broad market: **less susceptible** to manipulation

HOW REPURCHASE AGREEMENTS (REPOS) WORK

A repurchase agreement (REPO) is a short-term agreement to sell securities and buy them back at a higher price. Repos often function as short-term, collateral-backed, interest-bearing loans.

Repos aim to provide secured funding for the lender and liquidity for the borrower



The repo rate is the short-term loan's interest rate and is the difference between the initial sale price and the repurchase price

SOF

SOF is designed to closely replicate the performance of SOFR after fees and expenses, as published by the Federal Reserve Bank of New York. SOF is actively managed and aimed at providing current monthly income while reducing duration risk.

- SOFR Monthly income potential after fees and expenses
- Reduced risk by limiting duration exposure

1st **First US ETF Aimed to Make Closely Watched SOFR Yield Easily Accessible to Retail Investors.**

Inception Date: 11/15/2023

Primary Exchange: NYSE ARCA

Net Expense Ratio: 0.20%

Distribution Frequency: Monthly

[1] *(ARRC_Factsheet_2.pdf (newyorkfed.org)) https://www.newyorkfed.org/medialibrary/Microsites/arrc/files/2020/ARRC_Factsheet_2.pdf*
[2] *https://www.newyorkfed.org/markets/reference-rates/sofr. As of 10/31/2023*
[3] *This is an estimate.*
[4] *The 3-Month AA Nonfinancial CP is the 3-month rate on commercial papers (CP) issued by highly rated (AA) nonfinancial companies.*
[5] *The 3-Month A2/P2 Nonfinancial CP is the 3-month rate on commercial papers (CP) issued by programs with at least one "2" rating, but no ratings other than "2".*

Carefully consider the Fund's investment objectives, risks, charges and expenses before investing. This and other information can be found in the Fund's statutory and summary prospectus, which may be obtained at AmplifyETFs.com. Read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. You could lose money by investing in the Fund. There can be no assurance that the Fund's investment objectives will be achieved. The Fund is new with limited history to evaluate. There is no assurance that SOFR, or rates derived from SOFR, will perform in the same or similar way as other more established rates would have performed at any time. The Fund's use of financial instruments involving counterparties, including swap arrangements, involves risks that are different from those associated with ordinary portfolio securities transactions. The Fund expects to invest principally in repos (Repurchase Agreements). If the seller fails to repurchase the security and the market value of the security declines, the Fund may lose money.

There is risk that the value of assets or income from investments will be less in the future as inflation decreases the value of money. The Fund may hold certain investments that may trade over-the-counter, trade in limited volume, or lack an active trading market. The Fund is subject to management risk because it is an actively managed portfolio. The Fund currently has fewer assets than larger funds, and like other new funds, large inflows and outflows may impact the Fund's market exposure for limited periods of time. Because the Fund is non-diversified, it can invest a greater portion of its assets in securities of individual issuers so that changes in the market value could cause greater fluctuations in Share price than would occur in a diversified fund.

Amplify Investments LLC is the Investment Adviser to the Fund, and Samsung Asset Management (New York), Inc. serves as the Investment Sub-Adviser.

Amplify ETFs are distributed by Foreside Fund Services, LLC.

Not FDIC Insured | No Bank Guarantee | May Lose Value