



# Amplify BlackSwan Growth & Treasury Core ETF



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

Annual Shareholder Report | September 30, 2024

This annual shareholder report contains important information about the Amplify BlackSwan Growth & Treasury Core ETF (the “Fund”) for the period of November 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.

## WHAT WERE THE FUND COSTS FOR THE REPORTING PERIOD? (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 BlackSwan Growth & Treasury Core ETF	\$52	0.49%

\* Expense ratio is annualized. Amount shown reflects the expenses of the Fund for the current fiscal period from November 1, 2023 to September 30, 2024. Expenses would be higher if the Fund had been in operations for a full year.

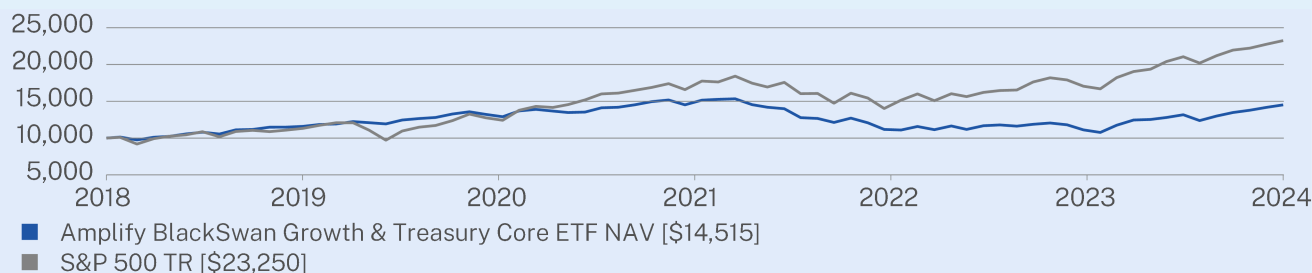
## WHAT FACTORS INFLUENCED PERFORMANCE

- The Fund is primarily allocated to US Treasury holdings and achieves its equity exposure through long-dated call options. In a rising equity market the Fund tends to appreciate, but underperform the equity benchmark. This was the case over the Period. In a falling equity market, the equity exposure through long-dated call options can limit the losses relative to the equity benchmark.
- The long-dated call options returned 272.35% for the period while the Treasuries returned 11.81%. The performance numbers reflect their total return during the period.

## 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 (11/05/2018)
Amplify BlackSwan Growth & Treasury Core ETF NAV	30.57	4.79	6.52
S&P 500 TR	36.35	15.98	15.37

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>	\$290,916,071
<b>Number of Holdings</b>	13
<b>Net Advisory Fee</b>	\$821,274
<b>Portfolio Turnover</b>	61%

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>
SPDR S&P 500 ETF	11.4%
United States Treasury Note/Bond	8.2%
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\* Percentages are stated as a percent of net assets.

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.