Amplify ETFs™

Expect the Unexpected

Amplify's "Three-in-One" ETF Strategies for Uncertain Markets

Equity investors historically rely on price appreciation for the majority of their returns, but what if equity market prices unexpectedly are flat or even decline for a period of time?

Amplify ETFs offers a suite of equity ETFs that derive their total returns from not one but three sources: price, dividends and option income.

This diversified return approach can help these ETFs perform better compared to equity ETFs with a singular focus on price appreciation during unexpected market downturns or sideways periods.

Why Choose One?

Access 3 sources to your return to help provide a more diversified and resilient investment return profile.

PRICE | **DIVIDENDS** | **OPTION INCOME**

Total Return Dynamics: Why Multi-Source Total Return in Any Market

As shown below, market conditions and volatility typically impact total returns, highlighting the need for diverse return strategies to mitigate risk and help capitalize on fluctuations. Utilizing three income streams—price appreciation, dividends, and option income—can boost performance potential, especially in volatile markets. Option income generally rises with volatility, helping to buffer against negative price movements and typically offering a more resilient return profile.

Market Conditions	Volatility	Single Source: Price Only	Multi-Source: Price, Dividend & Option Income
Bull Market	Low	Positive Return	Positive Price + Dividends + Option Income
Flat Market	Moderate	Flat Return	Flat Price + Dividends + Increasing Option Income
Bear Market	High	Negative Return	Negative Price + Dividends + Higher Option Income

Discover Amplify ETFs with Three Sources of Total Return

DIVO™

Amplify CWP Enhanced Dividend Income ETF

US high quality dividend paying equities plus tactical option income

IDVO

Amplify CWP International Enhanced Dividend Income ETF

International high quality dividend paying equities plus tactical option income

QDVO

Amplify CWP Growth & Income ETF

Growth, high income, and risk-adjusted strategy using tactical covered call options

HCOW

Amplify COWS Covered Call ETF

US high free cash flow dividend paying equities plus systematic option income

Amplify ETFs Covered Call ETF Suite

	DIVO	IDVO	QDVO	HCOW
Primary Goal	Capital appreciation and current income	Current income and capital appreciation	Capital appreciation & high current income	High current income
Distribution Frequency	Monthly	Monthly	Monthly	Monthly
Style	Actively managed	Actively managed	Actively managed	Actively managed
Covered Call Strategy—Out of the Money (OTM)	Monthly or shorter 5-6%	Monthly or shorter 5-6%	Monthly or shorter 6-8%	Monthly 3-5%
Avg. % of Portfolio Covered	20-30%	30-60%	30-50%	80-100%
Target Annual Income Distribution	**Option Premium:** 2-4% **Dividend Income:** 2-3%	**Option Premium:** 2-4% **Dividend Income:** 3-4%	**Option Premium:** 4-6% **Dividend Income:** 0-2%	**Option Premium:** 10%+ **Dividend Income:** 2-3%

Out of the Money: *An out of money option has a strike price that the underlying security has yet to reach.*

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 prospectuses, which may be obtained at 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. Brokerage commissions will reduce returns.

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Covered call risk is the risk that the Fund will forgo, during the option's life, the opportunity to profit from increases in the market value of the security covering the call option above the sum of the premium and the strike price of the call, but has retained the risk of loss should the price of the underlying security decline. The Fund currently expects to make distributions on a regular basis, a portion of which may be considered return of capital.

Amplify ETFs are distributed by Foreside Fund Services, LLC.