



Amplify CWP Enhanced Dividend Income ETF

June 30, 2020

DIVO

A Blue Chip Equity Income ETF with Covered Calls

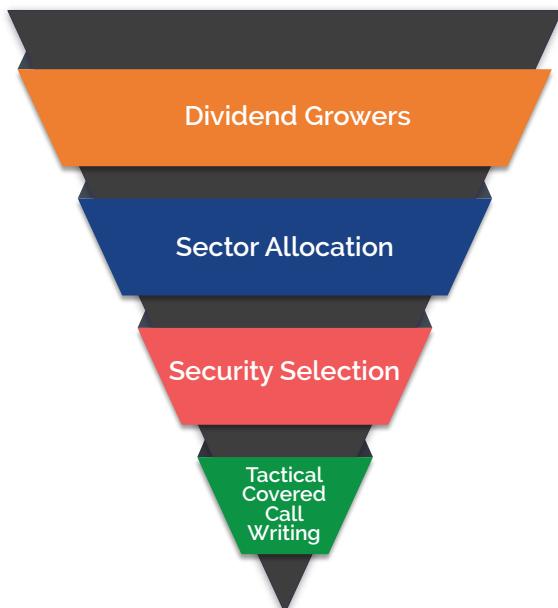
THREE REASONS TO OWN DIVO

- 1 Two Potential Income Streams:** DIVO seeks income from dividend paying stocks and by opportunistically writing covered calls on those stocks.
- 2 Professionally Managed:** Access a professionally managed dividend and option income investment strategy through the efficiency of an ETF.
- 3 Seeks to Lower Volatility:** Dividend and option income may provide lower share price volatility versus the overall market during times of broad-based market declines.

ABOUT DIVO

DIVO seeks investment results that correspond generally to an existing investment strategy called the Enhanced Dividend Income Portfolio (EDIP or Investment Strategy). The strategy is managed by DIVO's Sub Adviser, Capital Wealth Planning (CWP). Please review the DIVO prospectus for more information on EDIP and to learn more about the strategy's track record and investment characteristics.

DIVO'S SELECTION METHODOLOGY



Dividend Growers:

DIVO is managed with a strong emphasis on owning high-quality large-cap companies with historical dividend and earnings growth.

Sector Allocation:

DIVO is relatively balanced among the traditional 10 S&P sectors, with CWP determining which sectors to over- or under-weight based on various factors.

Security Selection:

DIVO consists of 20-25 stocks, which are screened and adjusted according to attributes including market cap, management track record, earnings, cash flow, and return on equity.

Tactical Covered Call Writing:

Covered call options are written on individual stocks on a tactical basis (not an index approach).

OVERALL MORNINGSTAR™ RATING



Based on risk adjusted returns among 117 Options-based funds (as of 06-30-20)

DIVO is an ETF of high-quality large-cap companies with a history of dividend and earnings growth, along with a tactical covered call strategy on individual stocks. DIVO is strategically designed to offer high levels of total return on a risk-adjusted basis.

FUND FACTS

Ticker: DIVO

CUSIP: 032108409

Intraday NAV: DIVOIV

Distribution Schedule: Monthly

Inception Date: 12/14/2016

Exchange: NYSE Arca

INVESTMENT STRATEGY DETAILS

Portfolio Manager:

Capital Wealth Planning (CWP)

Equity Holdings*:

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Income Potential: The strategy seeks to provide gross annual income of approximately 2-3% from dividend income and 2-4% from option premium.

FEES & EXPENSES

Gross Expense Ratio: 0.96%

- Fee Reduction/Waiver: 0.47%¹

= Net Expense Ratio: 0.49%

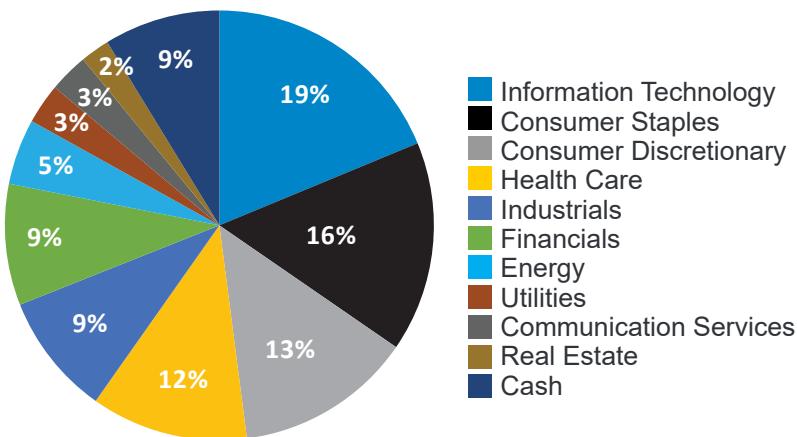
*as of 06/30/2020



Amplify
ETFS
DIVOETF.com

SECTOR ALLOCATION

AS OF 06/30/2020



Information Technology
Consumer Staples
Consumer Discretionary
Health Care
Industrials
Financials
Energy
Utilities
Communication Services
Real Estate
Cash

TOP 10 HOLDINGS

06/30/2020

TICKER	COMPANY	% WEIGHT
UNH	UnitedHealth Group, Inc	5.71%
V	Visa, Inc	5.40%
NKE	Nike, Inc	5.36%
AAPL	Apple, Inc	5.14%
CAT	Caterpillar, Inc	5.14%
MSFT	Microsoft Corp	5.11%
MCD	McDonald's Corp	5.01%
CVX	Chevron Corp	4.95%
WMT	Walmart, Inc	4.93%
PEP	PepsiCo, Inc	4.83%

Holdings and allocations are subject to change at any time and should not be considered a recommendation to buy or sell any security.

PERFORMANCE FOR DIVO

QUARTER END AS OF JUNE 30, 2020

	CUMULATIVE (%)					ANNUALIZED (%)		
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception (12/14/16)	1 Yr.	3 Yr.	Since Inception (12/14/16)
Fund NAV	0.58%	15.29%	-4.76%	-4.76%	38.28%	1.94%	9.40%	9.57%
Closing Price	0.49%	16.37%	-5.13%	-5.13%	38.57%	2.11%	9.42%	9.64%
S&P 500 TR Index	1.99%	20.54%	-3.08%	-3.08%	46.42%	7.51%	10.73%	11.36%

The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted. For performance data current to the most recent month-end please call 855-267-3837 or visit <http://amplifyetfs.com/DIVO>. Brokerage commissions will reduce returns.

The Standard & Poor's (S&P) 500 Total Return Index is an unmanaged, market-capitalization-weighted index of the 500 largest U.S. publicly traded companies by market value, and assumes distributions are reinvested back into the index. It does not include fees or expenses. It is not possible to invest directly in an index. The S&P 500 is a registered trademark of Standard & Poor's Financial Services LLC, a subsidiary of The McGraw-Hill Companies, Inc.

DIVO differs substantially from the S&P 500 Index, which is used for comparison purposes as a widely recognized measure of U.S. stock market performance. While the returns of DIVO have exhibited positive (but varying) correlation to the index over time, DIVO may invest in different stocks and in different proportions than in the S&P 500 index.

Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Funds' statutory and summary prospectus, which may be obtained 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. The fund is new with limited operating history. You could lose money by investing in the Fund. 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. An investment in the Fund is not a deposit of a bank and is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other governmental agency. There can be no assurance that the Fund's investment objectives will be achieved. 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 may invest in mid capitalization companies. This may cause the Fund to be more vulnerable to adverse general market or economic developments because such securities may be less liquid and subject to greater price volatility than those of larger, more established companies. Because the Fund is non-diversified and can invest a greater portion of its assets in securities of individual issuers than a diversified fund, changes in the market value of a single investment could cause greater fluctuations in Share price than would occur in a diversified fund.

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The Morningstar Rating™ for funds, or "star rating", is calculated for managed products (including mutual funds, variable annuity and variable life subaccounts, exchange-traded funds, closed-end funds, and separate accounts) with at least a three-year history. Exchange-traded funds and open-ended mutual funds are considered a single population for comparative purposes. It is calculated based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a managed product's monthly excess performance, placing more emphasis on downward variations and rewarding consistent performance. The Morningstar Rating does not include any adjustment for sales loads. The top 10% of products in each product category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. The Overall Morningstar Rating for a managed product is derived from a weighted average of the performance figures associated with its three-, five-, and 10-year (if applicable) Morningstar Rating metrics. The weights are: 100% three-year rating for 36-59 months of total returns, 60% five-year rating/40% three-year rating for 60-119 months of total returns, and 50% 10-year rating/30% five-year rating/20% three-year rating for 120 or more months of total returns. While the 10-year overall star rating formula seems to give the most weight to the 10-year period, the most recent three-year period actually has the greatest impact because it is included in all three rating periods. The Amplify CWP Enhanced Dividend Income ETF (DIVO) Fund received 5 stars among 117 Options-based funds for the three-year period ending 06/30/20.

Diversification does not assure a profit or protect against a loss in a declining market.

Amplify ETFs are distributed by Foreside Fund, Distributors LLC.

¹Pursuant to a contractual agreement with the Fund, Amplify Investments LLC, the Fund's investment adviser, has agreed to reduce its management fee by 0.46% and reimburse any acquired fund fees (0.01%) for a total of 0.47% of the daily net assets until March 1, 2021. The Net Expense Ratio is applicable to investors.

QUESTIONS?

Visit AmplifyETFs.com/DIVO

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