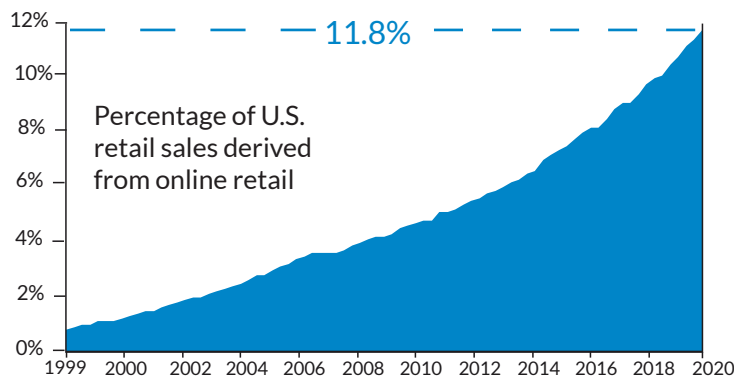


The Amplify Online Retail ETF (IBUY) owns a globally diversified basket of companies that derive significant revenue from online and virtual retail. Why might an investor consider an allocation to online retail?

### 1

#### GROWTH OF U.S. ONLINE RETAIL SALES

Online retail sales continue to gain ground on traditional retail sales. In the U.S. online sales have grown 3,500% since 1999.



<sup>1</sup>Source: U.S. Department of Commerce Quarterly Retail E-Commerce Sales 1st Quarter 2020, Reported 05/19/20

# 19%

COMPOUND ANNUAL GROWTH RATE OF U.S. ONLINE RETAIL SALES FROM 1999 TO 1Q2020<sup>1</sup>

# 3,500%

TOTAL GROWTH OF U.S. ONLINE RETAIL SALES FROM 1999 TO 1Q2020<sup>1</sup>

### 2

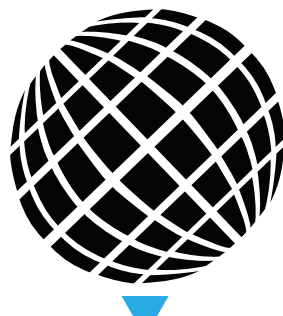
#### ONLINE BUYER GROWTH:

The amount of online buyers around the world was estimated to increase 25% from 2019 to 2023



2019

2.0 BILLION



2023

2.5 BILLION ESTIMATED

<sup>2</sup>Source: eMarketer May 2019

# 25%

ESTIMATED GROWTH RATE OF ONLINE BUYERS WORLDWIDE FROM 2019-2023<sup>2</sup>

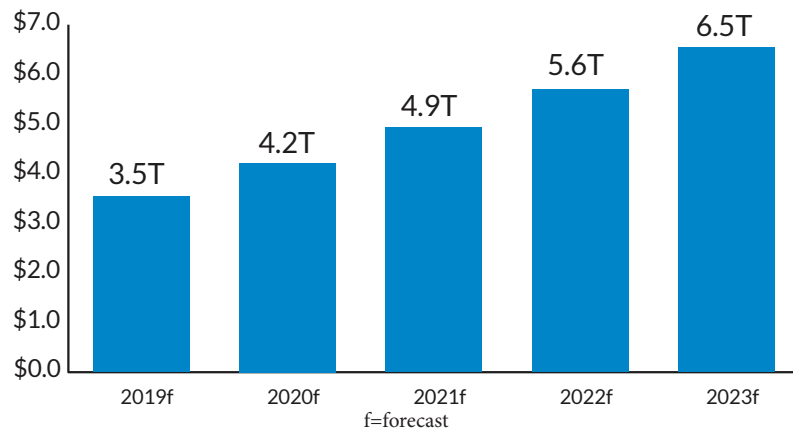


Amplify  
ETFs  
IBUYETF.com

# 3

## ABSOLUTE GLOBAL INDUSTRY GROWTH

Global online retail sales continue to rise, and that trend is expected to continue. Consider that global online sales are \$3.5 trillion in 2019 and are projected to be \$6.5 trillion in 2023.



Source<sup>3</sup>: eMarketer, May 2019

# \$3.5 TRILLION

GLOBAL ONLINE SALES IN 2019<sup>3</sup>

# \$6.5 TRILLION

PROJECTED GLOBAL ONLINE SALES IN 2023<sup>3</sup>

# 4

## POTENTIAL PORTFOLIO DIVERSIFICATION

Companies with significant revenue from online and virtual sales are found in a variety of countries, market capitalizations and industries. An allocation to a basket of these companies may provide additional portfolio diversification within an overall strategy.

**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. The fund is new with limited operating history. 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. Narrowly focused investments typically exhibit higher volatility. A portfolio concentrated in a single industry, such as the online retail industry, makes it vulnerable to factors affecting the industry. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. Investments in consumer discretionary companies are tied closely to the performance of the overall domestic and international economy, interest rates, competition and consumer confidence. Online retail companies are subject to risks of consumer demand and sensitivity to profit margins. Additionally technology and internet companies are subject to rapidly changing technologies; short product life cycles; fierce competition; aggressive pricing and reduced profit margins; the loss of patent, copyright and trademark protections; cyclical market patterns; evolving industry standards; and frequent new product introductions. Information technology companies may be smaller and less experienced companies, with limited product lines, markets or financial resources and fewer experienced management or marketing personnel. Stocks of many internet companies have exceptionally high price-to-earnings ratios with little or no earnings histories. Information technology company stocks, especially those which are internet related, have experienced extreme price and volume fluctuations that are often unrelated to their operating performance.

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

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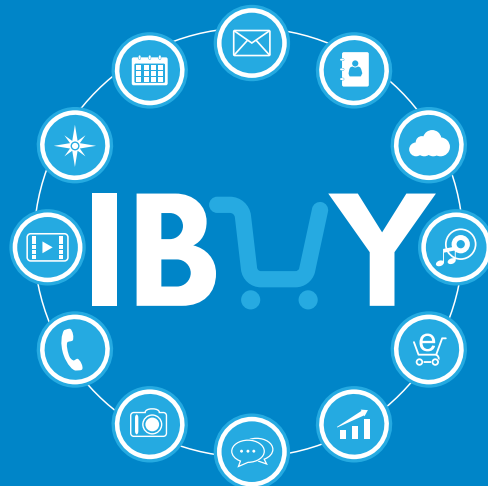
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# A New Sub-Economy Emerges

## Stay-at-Home Economy



### DECLINE OF BRICK-AND-MORTAR

The COVID-19 global pandemic has many people staying at home for shopping, work, school, and entertainment. U.S. retail sales saw a drop of 6.2% in March 2020 compared to March 2019, while online sales were up 9.7% in the same period.

The fastest-growing categories in E-Commerce include:

- Grocery and Meal Delivery
- Pet Supplies
- Online Payment Systems
- Cybersecurity
- Teleconferencing
- Online Education
- Streaming Services
- Telemedicine
- Virtual Fitness

Although online sales represent 11.4% of total U.S. retail sales, they have grown at an annual rate of **19%** since 1999<sup>1</sup>.

<sup>1</sup>Source: U.S. Department of Commerce Quarterly Retail E-Commerce Sales 4th Quarter 2019, Reported 02/19/20

### STAY-AT-HOME STOCKS

The Amplify Online Retail ETF (IBUY) is a globally-diverse basket of some of the most well-known online retail stocks. These stocks are strategically positioned to potentially benefit from the rapidly-evolving way people shop for goods & services.

Examples of some of the companies within IBUY:



#### Chewy, Inc.

An online retailer of pet food and other pet-related products.



#### Peloton Interactive, Inc.

An interactive fitness company that makes at-home gym equipment, and workout videos.



#### Netflix, Inc.

A streaming service that allows members to watch a wide variety of award-winning TV shows, movies, and documentaries.



#### Amazon.Com, Inc.

An online retailer focusing on e-commerce, cloud computing, digital streaming, and artificial intelligence.



#### Grubhub, Inc.

An online food ordering and delivery marketplace that connects diners with a variety of local takeout restaurants.

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#### IBUY Top 10 Holdings

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The EQM Online Retail Index seeks to measure the performance of global equity securities of publicly traded companies with significant revenue from the online retail business. The Index methodology is designed to result in a portfolio that has the potential for capital appreciation. The Adviser and Sub-Adviser believe that companies with significant online retail revenues may be best positioned to take advantage of growth in online retail sales and shoppers versus companies with less significant online retail revenues. Eligible constituents derive at least 70% of revenues from online and/or virtual business transactions (as opposed to brick and mortar and/or in-store transactions) in one of three online retail business segments: traditional online retail; online travel; and online marketplace. An investment cannot be made directly in an index.

EQM Indexes is the Index Provider for the Fund. EQM Indexes is not affiliated with the Trust, the Investment Adviser or the distributor. The Investment Adviser has entered into a license agreement with EQM Indexes to use the Online Retail Index. The Fund is entitled to use its Index pursuant to a sublicensing arrangement with the Investment Adviser.

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#### QUESTIONS?

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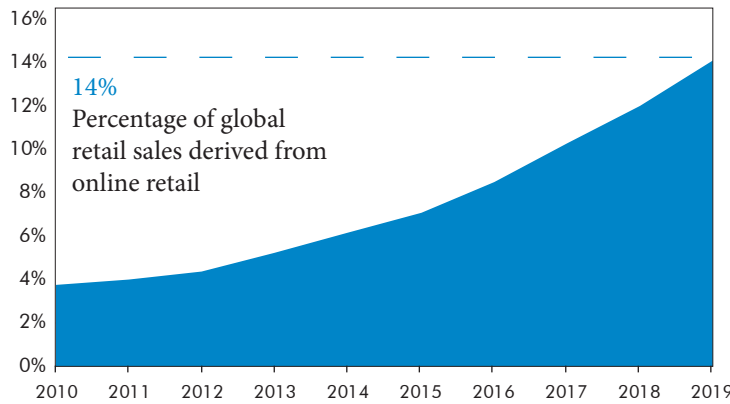
International Online Retail ETF

# INVESTMENT CASE FOR INTERNATIONAL ONLINE RETAIL

While online retail has already disrupted the retail landscape in the U.S. and developed markets, it is still in the early days in many developing market economies, due primarily to the emergence of the middle-class consumer. Why consider an investment in international online retail?

1

## GROWTH OF GLOBAL ONLINE RETAIL SALES



<sup>1</sup>Source: eMarketer, 2019

# 16%

AVERAGE ANNUAL GROWTH RATE OF GLOBAL ONLINE RETAIL SALES FROM 2010 TO 2019.<sup>1</sup>

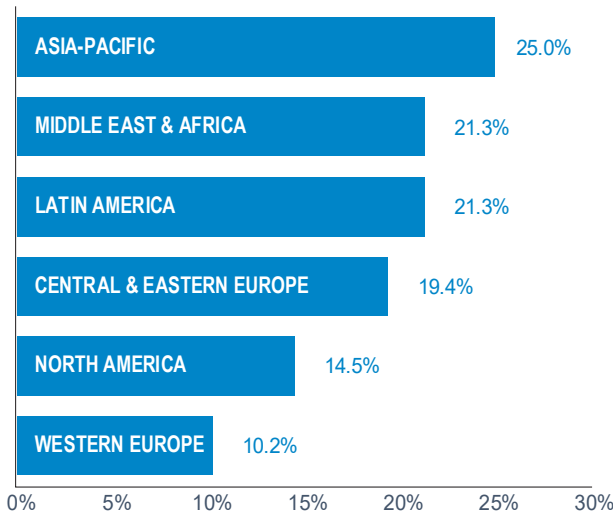
# \$3.5 TRILLION

GLOBAL ONLINE RETAIL SALES IN 2019.<sup>1</sup>

2

## GROWTH DRIVEN BY DEVELOPING COUNTRIES

Online Retail Sales Growth, by Region  
2019, Year-over-Year % Change



<sup>1</sup>Source: eMarketer, 2019

# 74%

OF TOTAL ONLINE RETAIL SALES IN 2019 WERE FROM COUNTRIES OUTSIDE THE U.S.<sup>2</sup>

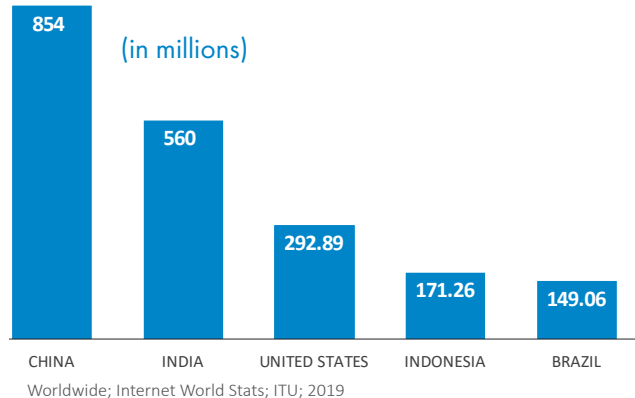
<sup>2</sup>Source: ACI Worldwide, 2019



3

## GLOBAL INTERNET & MOBILE USAGE CONTINUES TO GROW

Internet usage is anticipated to reach 54% of the world's population in 2021, driven by growth in Asia-Pacific.<sup>3</sup>



53%

OF INTERNET USERS  
WORLDWIDE USED A  
MOBILE PHONE TO GO  
ONLINE IN 2019<sup>3</sup>

*Internet User Penetration Worldwide,  
by Region, 2019 (% of population)*

<sup>3</sup> Source: © Statista, 2019

4

## OTHER IMPORTANT DRIVERS OF INTERNATIONAL ECOMMERCE

**Convenient Payment Options** are another critical growth driver behind international ecommerce, providing as much of a frictionless shopping experience as possible.

**Cross-Border Ecommerce**, the online selling of goods and services to consumers in different countries, is expected to grow as geographic boundaries are eliminated and consumers increasingly purchase products outside their borders.

Online shopping has become a global phenomenon, with many of the fastest growing markets residing outside the United States. XBUY seeks to tap into this growth opportunity with a portfolio of companies that should benefit and complement existing retail investment exposure.

XBUY seeks investment results that generally correspond (before fees and expenses) to the price performance of the EQM International Ecommerce Index. The Index seeks to measure the performance of equity securities issued by non-U.S. companies that derive at least 90% of their revenue from online business transactions or e-commerce platforms.

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The EQM International Ecommerce Index seeks to measure the performance of equity securities (common stock and depositary receipts) issued by non-U.S. companies that derive at least 90% of their revenue from online business transactions or e-commerce platforms. The Index is premised on the principle that companies that currently derive a significant portion of their revenues from online and/or virtual business transactions may be better positioned to benefit from the projected growth in online retail activity than those companies deriving on a portion of their revenues from such activities.

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