

Presented by





[AmplifyETFs.com](https://www.amplifyetfs.com)

OPPORTUNITIES **AMPLIFIED**

Carefully consider the Fund's investment objectives, risk factors, charges and expenses before investing. This and additional information can be found in the Fund's statutory and summary prospectus, which may be obtained by calling 855-267-3837. 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.

The Fund is non diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies. Investments in foreign securities involve greater volatility and political, economic, and currency risks and differences in accounting methods. The Fund's return may not match or achieve a high degree of correlation with the return of the underlying Index. To the extent the Fund utilizes a sampling approach, it may experience tracking error to a greater extent than if the Fund had sought to replicate the Index. Earnings growth is not representative of the fund's future performance. Diversification does not assure a profit, nor does it protect against a loss in a declining market.

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.

Market capitalization is the total dollar market value of all a company's outstanding shares.

S&P 500 Retail Sub-Industries definition: S&P classifies the retail sector into 13 sub-industries comprised of 21 companies.

Amplify ETFs are distributed by Quasar Distributors LLC.



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TODAY'S WEBINAR AGENDA

Current State of Online Retail: Drivers, Growth & Earnings

History of Online Retail

Indexing Online Retail Stocks

Inside the Amplify Online Retail ETF (IBUY)

Question & Answer Period



REASONS CONSUMERS USE ONLINE RETAIL

Competitive prices

Robust selection

Convenience



TAILWINDS FOR ONLINE RETAIL

- Increased internet access globally
- Smartphone adoption
- Digital payment systems
- Targeted shopping tech and ads
- Labor Costs



ONLINE RETAIL SALES GROWTH HISTORY

20%

**COMPOUND ANNUAL GROWTH RATE OF
U.S. ONLINE RETAIL SALES FROM 1999-2015**

Source: US Department of Commerce Qtrly Retail E-Commerce Sales 4th Qtr 2015 February 16, 2016



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ONLINE RETAIL SALES GROWTH HISTORY

1899%

**TOTAL GROWTH OF U.S. ONLINE RETAIL SALES
FROM 1999 to 2015**

Source: US Department of Commerce Qtrly Retail E-Commerce Sales 4th Qtr 2015 February 16, 2016



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GROWTH STORY IN EARLY STAGES

Online retail market share is still small

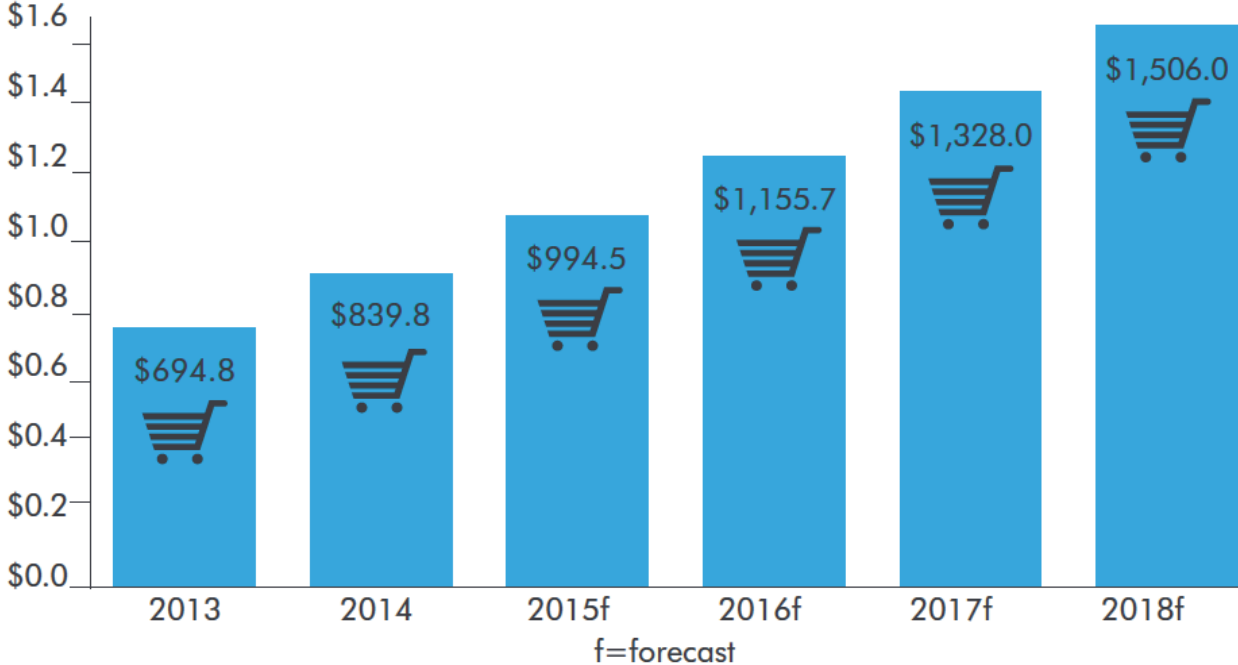
Currently totals just 7.5% of total retail sales in the U.S.



Source: US Department of Commerce Quarterly Retail E-Commerce Sales 4th Qtr 2015, February 16, 2016

GLOBAL ONLINE SALES GROWTH EXPECTED

Global online retail sales continue to rise, and that trend is expected to continue. Consider that global online sales were \$694 billion in 2013 and are projected to be \$1.5 trillion in 2018.

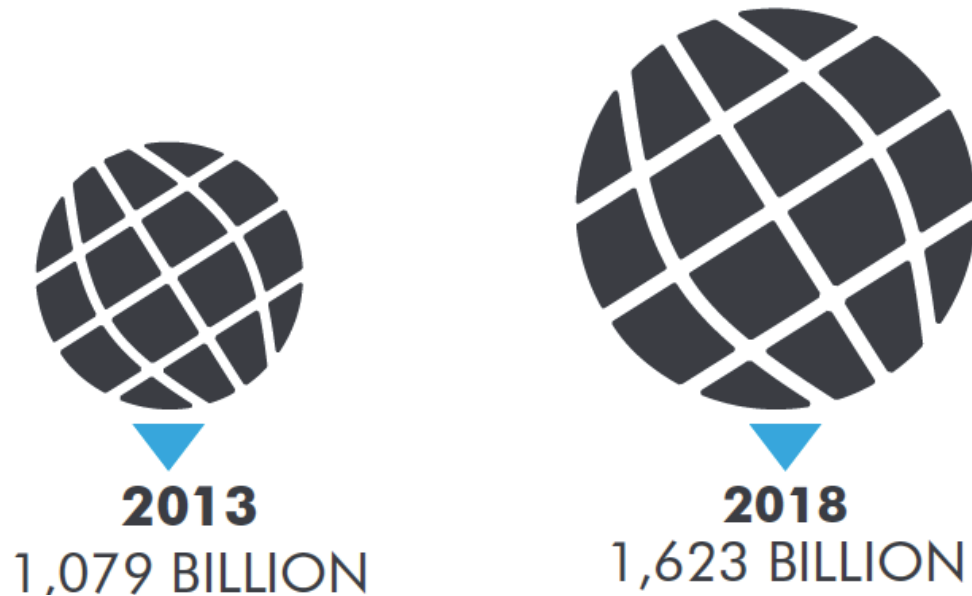


Source: AT Kearney, Euromonitor, Global E-Commerce Keeps On Clicking, April 2015



GLOBAL ONLINE BUYERS EXPECTED TO GROW

The amount of online buyers around the world was estimated to increase by 50% from 2013 to 2018.



Source: eMarketer July 2014



ONLINE RETAIL SEGMENT GROWING SALES

Non store retailers grew sales 10.7% year over year

Department stores sales decreased 1.7% year over year

Source: US Department of Commerce April 2016 Retail Sales Report



RECENT WALL STREET JOURNAL ONLINE RETAIL HEADLINES

“Retail Sales Gain Is Fueled By Web”

Wall Street Journal 5/13/2016

“Retail Slump Shows Amazon Effect”

Wall Street Journal 5/12/2016

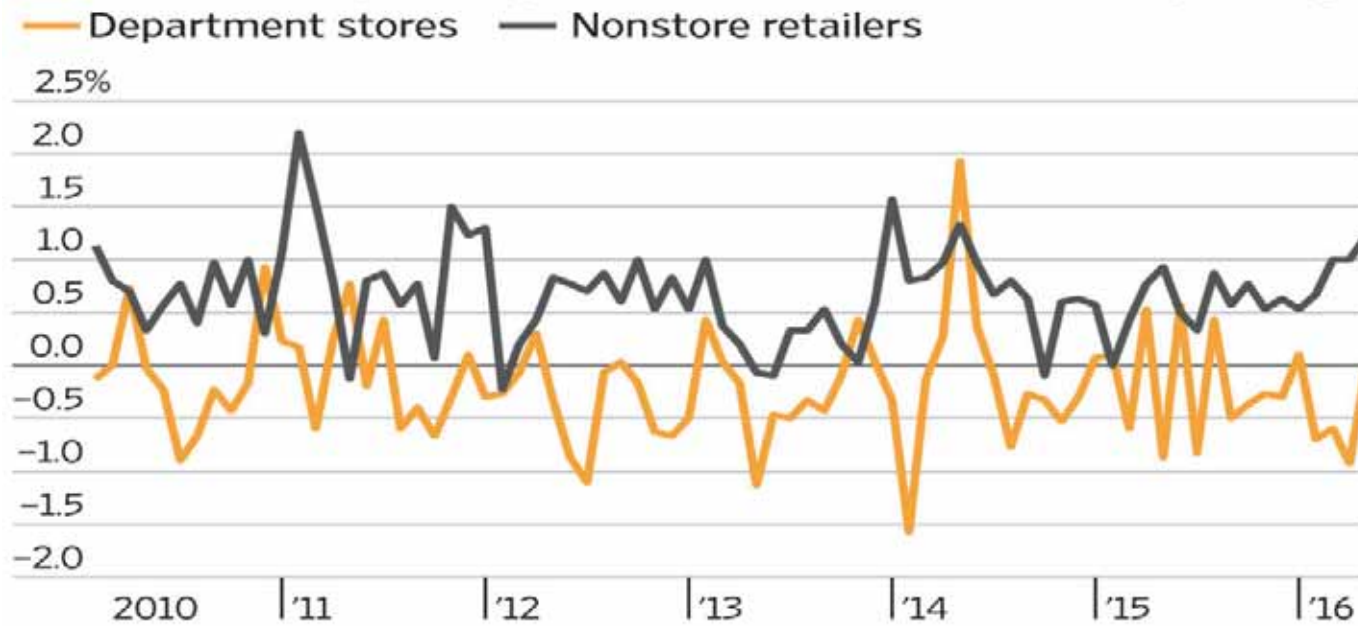


WSJ GRAPHIC

Divergent Fortunes

Nonstore retailers, a category dominated by Internet shopping, has been a driver of overall retail sales for more than a year, while department stores have faltered.

Retail sales change from prior month, three-month moving average



Source: Commerce Department

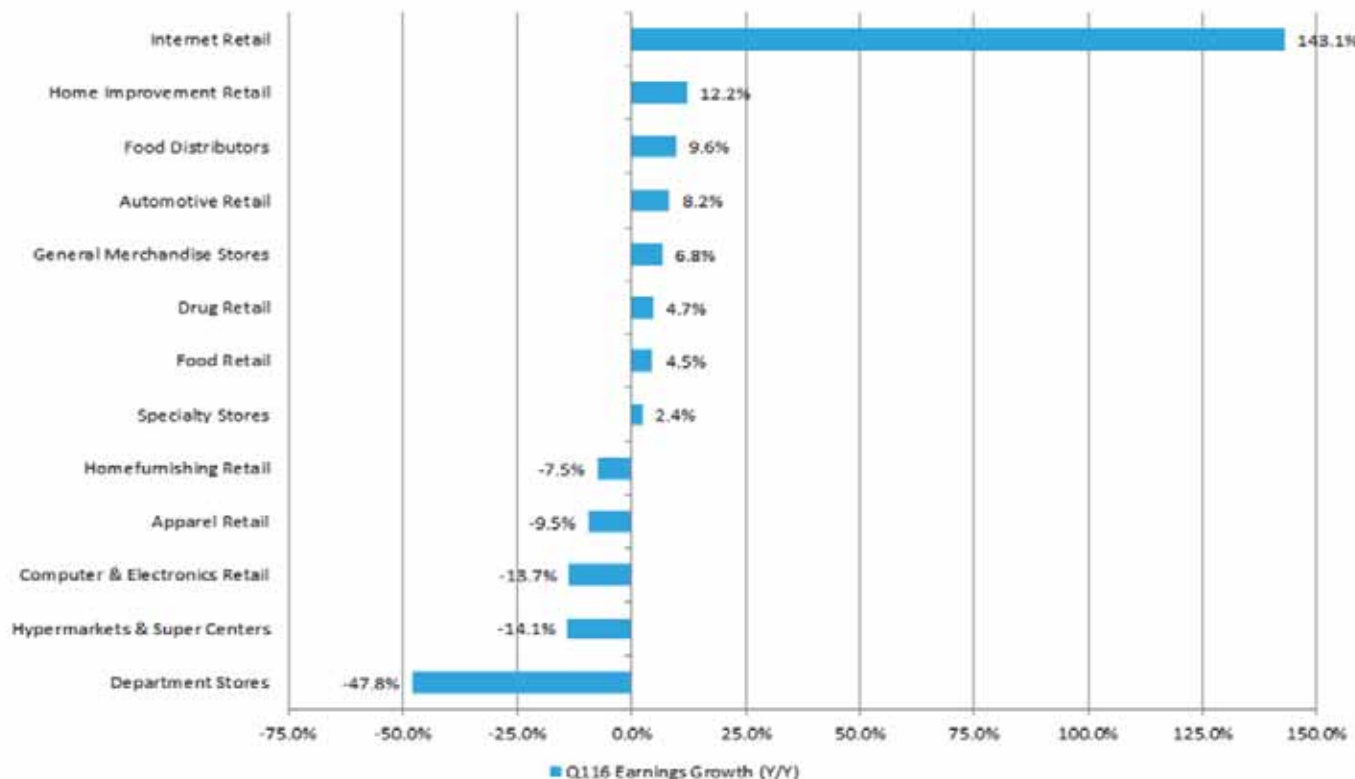
THE WALL STREET JOURNAL.

Source: Retail Sales Gain Is Fueled By Web, Wall Street Journal May 13, 2016



ONLINE RETAIL SEGMENT EARNINGS GROWTH YEAR OVER YEAR

S&P 500 Retail Sub-Industries: Q116 Earnings Growth (Y/Y)
(Source: FactSet)



Source: FACTSET Earnings Insight May 13, 2016





Innovative. Transparent. Exposure.

EQM INDEXES
**ONLINE RETAIL
INDEX**TM

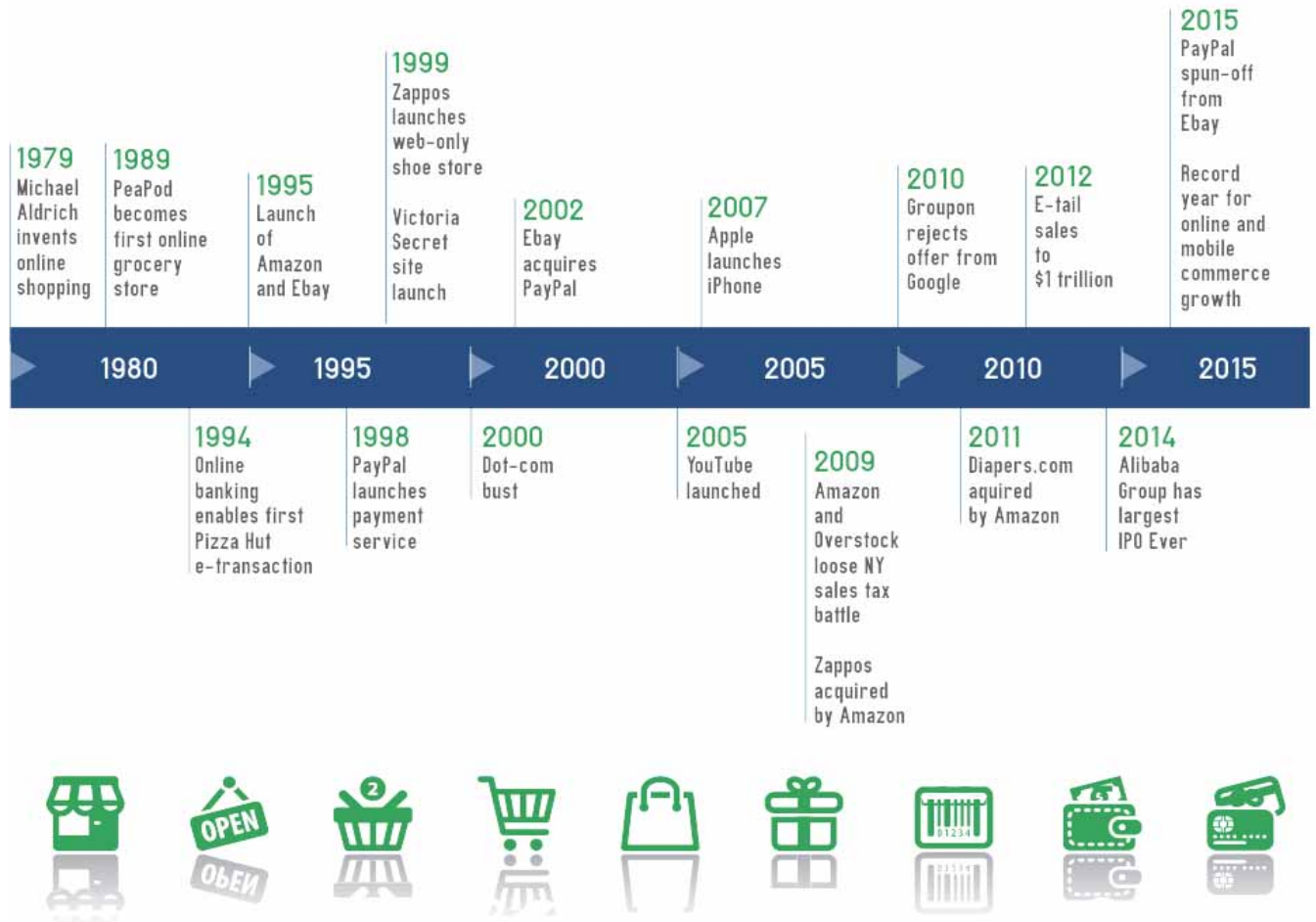


A Brief History of Online Retail

Highlights of some of the historical milestones that paved the way for modern day e-retail commerce:

Major Milestones

The evolution of events and ascent of ecommerce



What Happens in an Online Retail Minute?



2016

60 seconds of

ONLINE RETAIL



Source: 1800Flowers; Reuters
<http://www.reuters.com/article/us-alibaba-singles-day-idUSKCN0SZ34J20151112>; Excelrcm, Inc.
<http://www.bing.com/images/search?qs=internet+minute&view=detail&id=E246501E6855A89238F93C3ARDCB59A3DC62806A&ccid=MILrYIX&simid=608037623442115046&hpid=OIP.M3252eb608b57b1280b9ef7eaf79c428ac0&mode=overlay&first=1>; Asos; eBay; Expandedramblings.com
<http://expandedramblings.com/index.php/etsy-statistics/2/>; Statistic Brain
<http://www.statisticbrain.com/internet-travel-hotel-booking-statistics/>; GrubHub; SimilarWeb
<https://www.similarweb.com/website/mercadolibre.com.ar>; Statista
<http://www.statista.com/statistics/277841/paypals-total-payment-volume/>; Shutterfly; Stamps.com;
<http://marketrealist.com/2016/05/can-tripadvisors-revenue-growth-reverse-trends-rest-2016/>; Wayfair; Zalando.



Value Proposition of Online Retail

E-Commerce Provides Key Benefits

Business



Consumer



Society



Lower costs/no physical presence

Enhanced product selection

Less traffic/crowds

Inventory management

No geographic sourcing boundaries

Price competition and democratization of selection

Customer analytics

Competitive pricing

Expanded rural access

Expanded geographic footprint

Convenience

Aids housebound consumers

Open for business 24/7/365

Time savings, one-stop shopping

Public service delivery (education and healthcare)

Reduced advertising and marketing spend

Customer reviews/social input

Global in scope

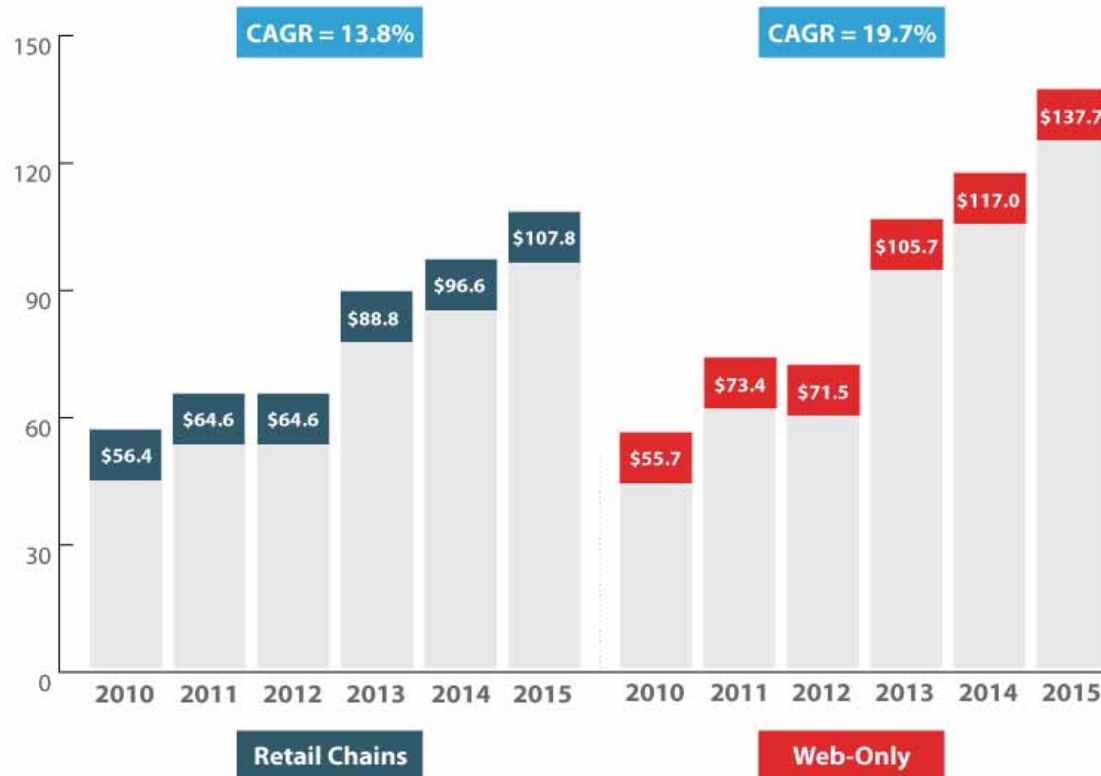
Scalability/fewer employees

Delivery options

Eco-friendly

Superior Growth Characteristics

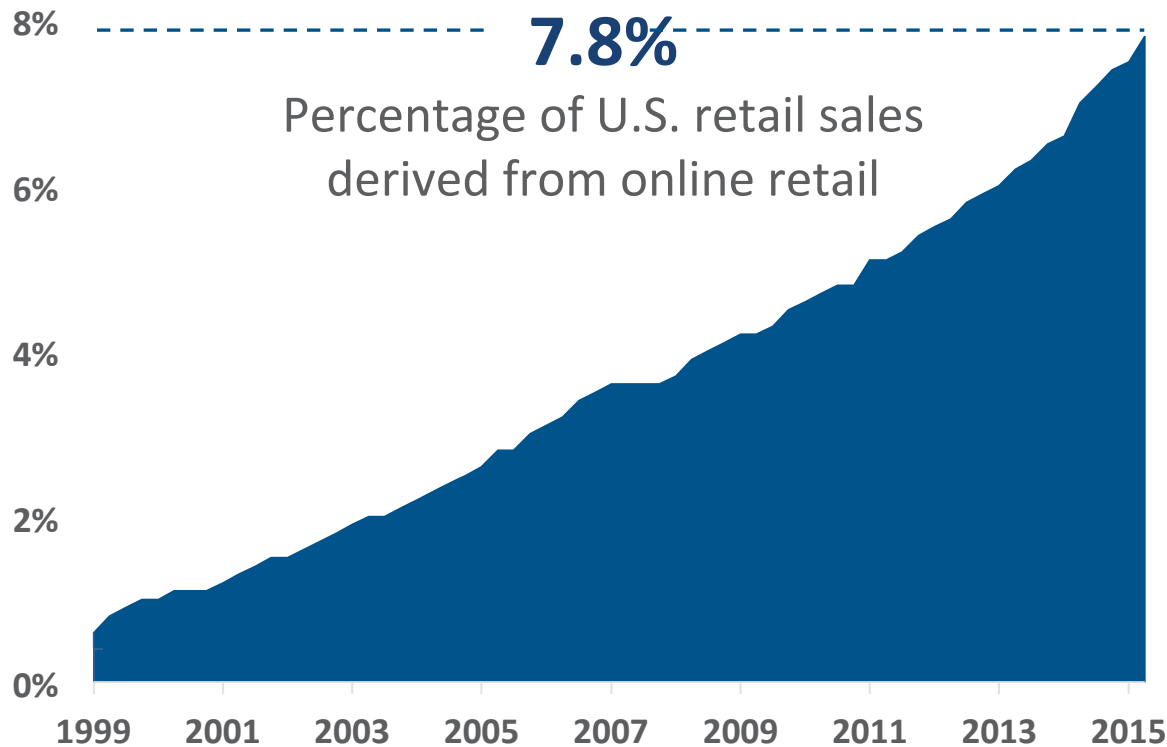
Growth Rates of Web-Only vs. Traditional Retailers



In 2011, web sales of web-only retailers surpassed web sales by retail chains and continue to grow at a much faster rate.

US Online Retail Sales

U.S. Online Retail Sales have grown at average rate of more than 20% since 1999, but still comprise only 7.8% of total retail sales



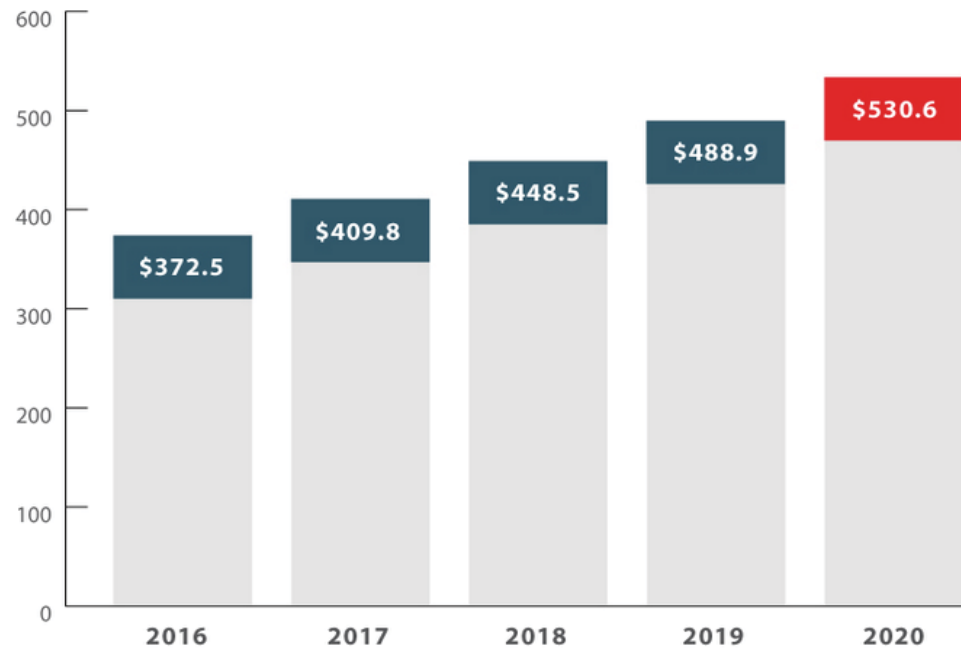
Source: U.S. Department of Commerce Quarterly Retail E-Commerce Sales 1st Quarter 2016, Reported 5/17/16

US Online Retail Sales

Online sales in the U.S. are expected to top \$530 billion by 2020

Online sales in the U.S. will top \$530 billion by 2020

Amazon, a better economy, omnichannel retailers making use of stores will help fuel growth.



Forrester projects online sales will eclipse \$530 billion by 2020. Retailers making better use of their stores to fulfill online orders will help fuel growth.

Source: Forrester

April 2016 Retail Report Saw 10.2% YOY Growth in Nonstore Retail

Table 2. Estimated Change in Monthly Sales for Retail and Food Services, by Kind of Business

(Estimates are shown as percents and are based on data from the Advance Monthly Retail Trade Survey, Monthly Retail Trade Survey, and administrative records.)

NAICS code	Kind of Business	Percent Change ¹					
		Apr. 2016 Advance from --		Mar. 2016 Preliminary from --		Feb. 2016 through Apr. 2016 from --	
		Mar. 2016 (p)	Apr. 2015 (r)	Feb. 2016 (r)	Mar. 2015 (r)	Nov. 2015 through Jan. 2016	Feb. 2015 through Apr. 2015
	Retail & food services, total	1.3	3.0	-0.3	1.7	0.3	2.8
	Total (excl. motor vehicle & parts)	0.8	3.0	0.4	2.1	0.6	2.6
	Retail	1.4	2.7	-0.3	1.1	0.1	2.3
441	Motor vehicle & parts dealers	3.2	3.1	-3.2	-0.1	-1.1	3.5
4411, 4412	Auto & other motor veh. dealers	3.5	3.5	-3.4	-0.1	-1.1	3.8
442	Furniture & home furn. stores	0.7	3.6	0.2	3.7	0.6	4.7
443	Electronics & appliance stores	0.5	-2.0	0.6	-1.3	0.1	-1.7
444	Building material & garden eq. & supplies dealers.....	-1.0	8.2	0.5	9.2	1.6	9.6
445	Food & beverage stores.....	0.9	1.9	-0.5	0.9	0.3	1.5
4451	Grocery stores	1.1	2.0	-0.5	0.8	0.2	1.4
446	Health & personal care stores	0.9	8.1	1.3	7.6	3.0	7.4
447	Gasoline stations	2.2	-9.4	3.1	-12.9	-4.6	-12.5
448	Clothing & clothing accessories stores	1.0	1.3	-0.8	-0.6	0.3	0.7
451	Sporting goods, hobby, book & music stores.....	0.2	4.2	0.2	5.3	1.1	5.6
452	General merchandise stores.....	0.0	0.5	0.3	-0.3	-0.5	0.2
4521	Department stores (ex. L.D.).....	0.3	-1.7	-0.3	-6.1	-1.5	-3.6
453	Miscellaneous store retailers	1.5	4.7	1.6	4.8	2.1	4.0
454	Nonstore retailers	2.1	10.2	0.5	8.0	3.2	8.8
722	Food services & drinking places	0.3	5.2	-0.4	6.1	1.5	6.4

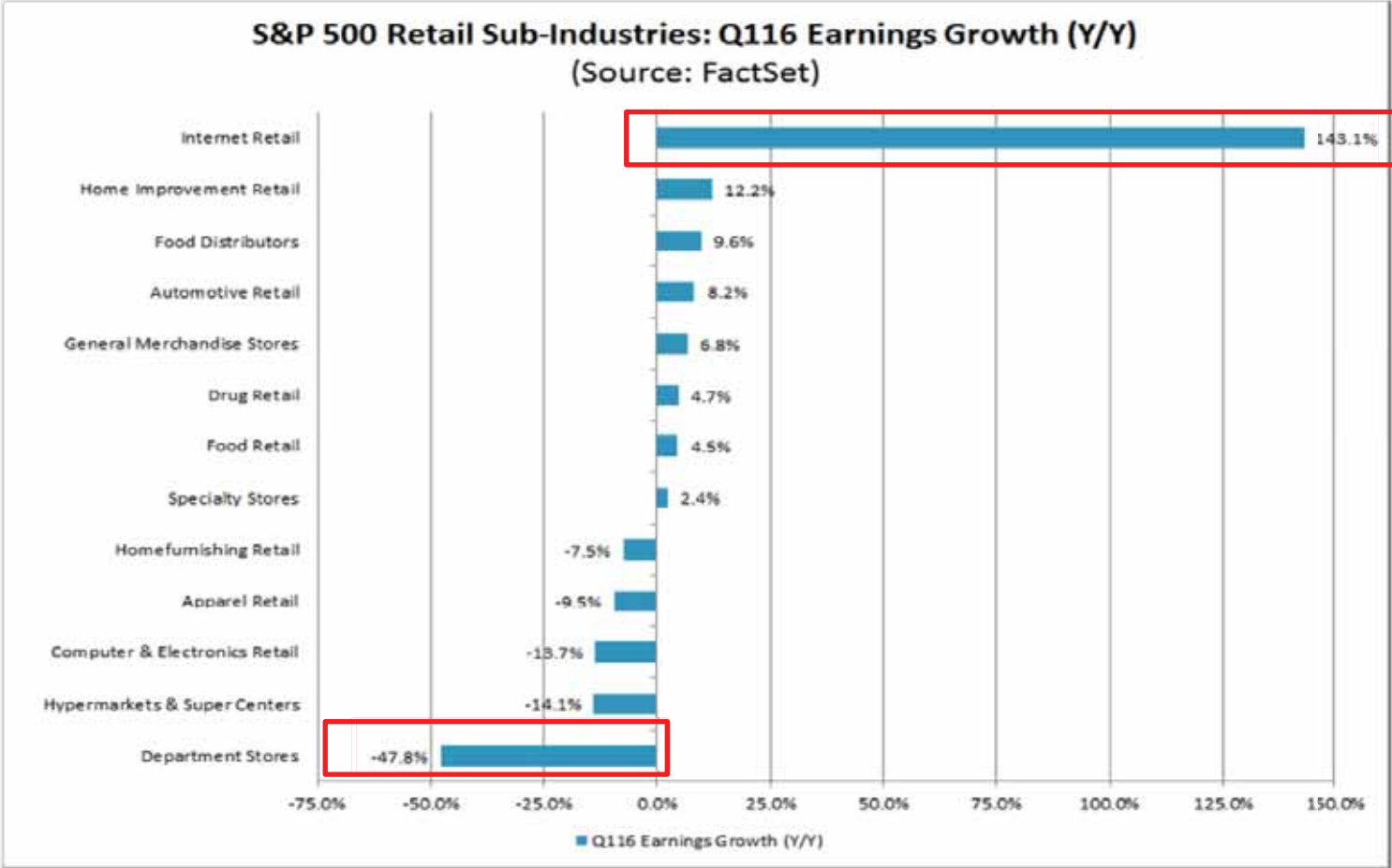
(p) Preliminary estimate (r) Revised estimate

(1) Estimates shown in this table are derived from adjusted estimates provided in Table 1 of this report.

Note: Table 3 provides estimated measures of sampling variability. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at <http://www.census.gov/retail>.

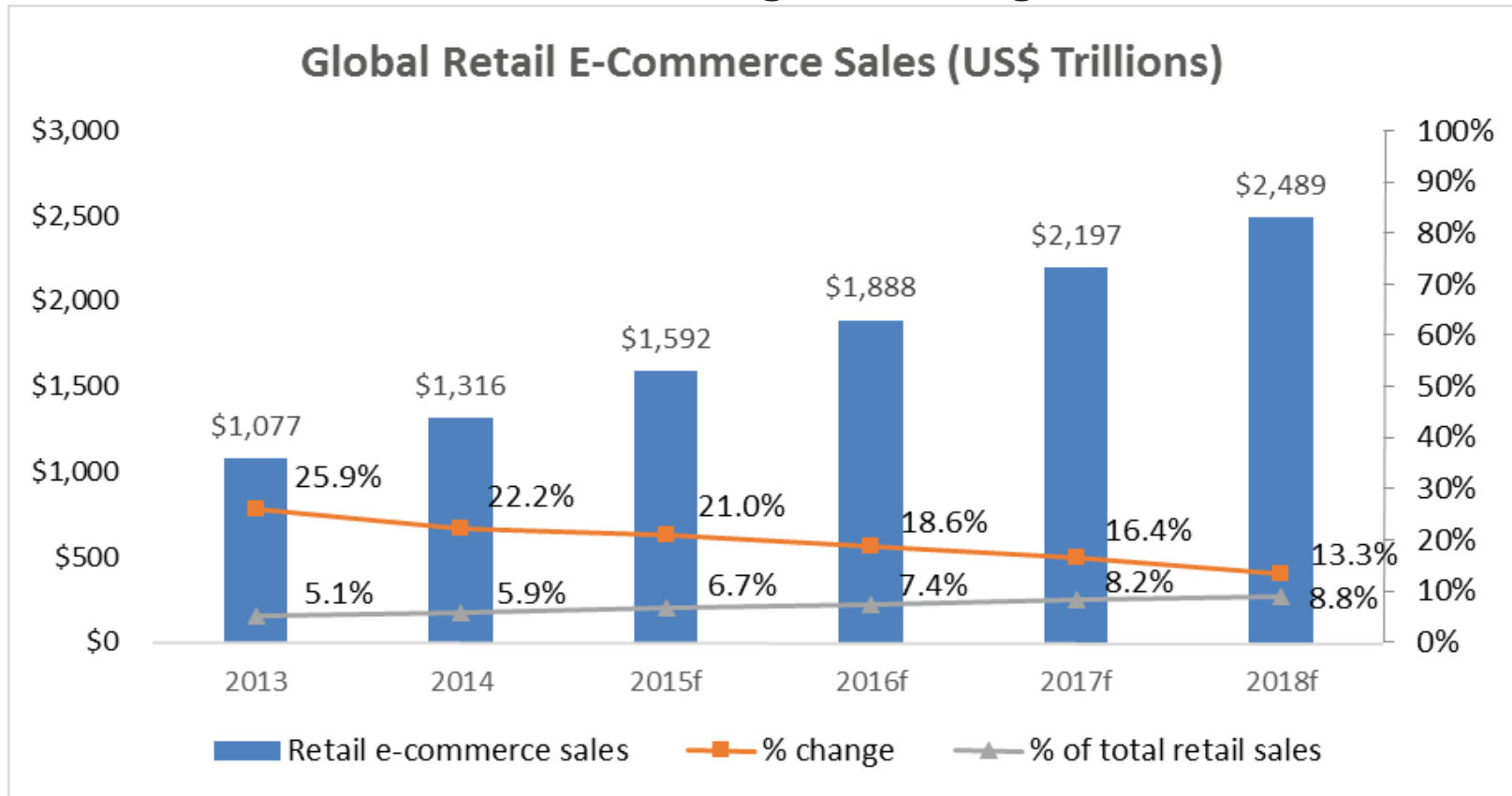
Source: U.S. Census Bureau

The “Disruption” in Retail Has Translated to Earnings Growth



Global Online Retail Sales

**Global E-Commerce Expected to Growth to \$2.5 Trillion.
China, U.S. and the U.K. are among the leading e-commerce markets**



Source: eMarketer, as of 12/31/14

E-Commerce is a Global Shopping Phenomenon











Top 10 Global Shopping Days

Global e-commerce sales totaled **\$1.7 trillion** in 2015.

Complete Infographic available on website



GLOBAL E-COMMERCE SHOPPING CALENDAR

 JANUARY 1 NEW YEAR'S DAY	 FEBRUARY 8 CHINESE NEW YEAR
 FEBRUARY 14 VALENTINE'S DAY	 MARCH-MAY MOTHER'S DAY
 MID-OCTOBER/NOVEMBER DIWALI	 11.11 SINGLES DAY
 LATE NOVEMBER THANKSGIVING	 DAY AFTER THANKSGIVING BLACK FRIDAY
 MONDAY AFTER THANKSGIVING CYBER MONDAY	 DECEMBER 26 BOXING DAY

Existing Retail/Internet Indexes Have Little Exposure to Online Retail

Retail/Internet Indexes	# of Online Retail Stocks	% Online Retail Stocks	AMZN % Weight	International Exposure
Consumer Discretionary Select Sector Index	5	15.4	9.9	N
S&P Retail Select Industry Index	12	14.2	3.1	N
Dynamic Retail Intellidex Index	1	2.3	0	N
US Listed Retail 25	2	17.8	13.7	Y
Dow Jones Internet Composite Index	7	30.7	10.3	N

as of 3/31/16



EQM ONLINE RETAIL INDEX

Online Retail Market Segments

Traditional Retail	Marketplace	Travel
Sell goods directly to consumers and businesses virtually and/or online.	Hosts an online marketplace or auction-site for retailers and consumers to transact.	Provides online travel and travel-related booking services.

EQM Online Retail Index Representative Holdings

Traditional Retail



Marketplace



Travel



EQM Online Retail Index Holdings as of 3/31/2016

INDEX HOLDINGS

INDEX DATA AS OF 3/31/2016

TICKER	COMPANY	% WEIGHT	TICKER	COMPANY	% WEIGHT	TICKER	COMPANY	% WEIGHT
STMP	Stamps.com Inc ●	4.61	EBAY	Ebay Inc ●	2.83	BABA	Alibaba Group Holding-Sp Adr ■	1.28
CPRT	Copart Inc ■	3.72	HSNI	Hsn Inc ●	2.83	ZO1 GR	Zooplus Ag ●	1.27
SFLY	Shutterfly Inc ●	3.67	ETSY	Etsy Inc ■	2.65	ASC LN	Asos Plc ●	1.26
PYPL	Paypal Holdings Inc ■	3.54	FLWS	1-800-Flowers.com Inc-Cl A ●	2.64	ZAL GR	Zalando Se ●	1.26
PETS	Petmed Express Inc ●	3.52	EXPE	Expedia Inc ▲	2.62	YNAP IM	Yoox Net-A-Porter Group ●	1.22
GRUB	Grubhub Inc ■	3.47	TRIP	Tripadvisor Inc ▲	2.62	SHOP	Shopify Inc - Class A ■	1.21
LE	Lands' End Inc ●	3.42	NILE	Blue Nile Inc ●	2.49	JE LN	Just Eat Plc ■	1.12
W	Wayfair Inc- Class A ●	3.37	IACI	Iac/Interactivecorp ■	2.34	QUNR	Qunar Cayman Islands Ltd-Adr ▲	1.11
AMZN	Amazon.com Inc ●	3.13	3092 JP	Start Today Co Ltd ●	1.63	OCDO LN	Ocado Group Plc ●	0.98
NFLX	Netflix Inc ●	3.11	MELI	Mercadolibre Inc ■	1.62	4755 JP	Rakuten Inc ■	0.95
FTD	Ftd Cos Inc ●	3.07	CMPR	Cimpress Nv ●	1.56	JMEI	Jumei International-Adr ●	0.89
QVCA	Liberty Interactive Corp Q-A ●	3.05	MMYT	Makemytrip Ltd ▲	1.53	VIPS	Vipshop Holdings Ltd - Adr ●	0.87
OSTK	Overstock.com Inc ●	3.05	2678 JP	Askul Corp ●	1.50			
SALE	Retailmenot Inc ■	3.00	DANG	E-Commerce China-Spon Adr -A ■	1.43			
NTRI	Nutrisystem Inc ●	3.00	JD	Jd.com Inc-Adr ●	1.30			
PCLN	Priceline Group Inc/The ▲	2.94	CTRP	Ctrip.com International-Adr ▲	1.29			

● Traditional Retail
 ■ Marketplace
 ▲ Travel

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

Online Retail Index Methodology



In order to be eligible for inclusion in the Index, companies must meet the following conditions:

- Significant business operations in one of three online retail business segments: **online retail, online marketplace, online travel.**
- At least **70% of revenues** derived from online or virtual business transactions as opposed to brick and mortar and/or in-store transactions.
- **Listed on a regulated stock exchange** in the form of share tradable for foreign investors without restrictions.
- Market capitalization of at least **\$300 million** USD.
- **Minimum price of \$5** at time of purchase of USD.

Online Retail Index Methodology (cont.)



- Average daily traded value of at least **2 million USD** over the last six months.
- Adequate **constituent liquidity and accessibility** for an exchange listed product.
- Non-US companies will be **U.S. exchange traded ADR's** where available, subject to liquidity, otherwise local shares will be utilized.
- No local shares, only ADR's will be held for companies domiciled in **Emerging Market** countries or those listed on small regional exchanges.

Additional Online Retail Index Details

Modified Equal-weighting

The Index is equal-weighted with a maximum exposure of 25% to non-U.S. stocks.

Index Calculation and Publishing



Semi-annual Rebalancing

The Index will be rebalanced **semi-annually** on the second Wednesday in May and November. The next adjustment will be on November 9, 2016. The Index Committee will meet 2 days prior to reconstitution to establish membership on rebalance date.

Index Overview

Index Overview	
Ticker	IBUYXT
Inception Date	12/1/15
Index Calculation/Publication	Solactive AG
Total # Holdings	45
# US Holdings	24
# Non-US Holdings	21
Rebalance (Nov/May)	Semi-Annually
Weighting Scheme	Modified, equal weighting

as of 3/31/16

Index Characteristics

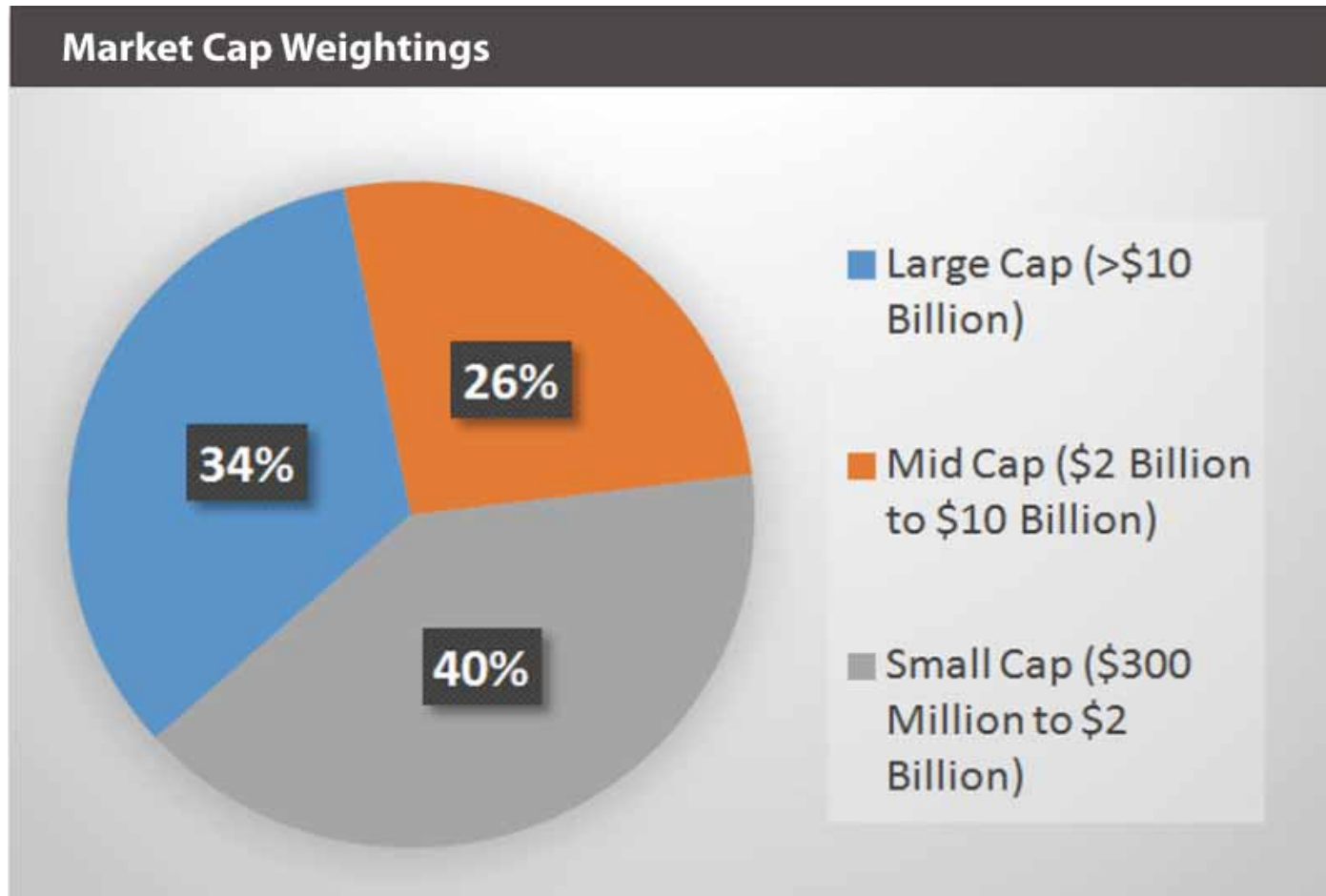
Index Characteristics

Est. 3-5 Year EPS Growth	22.09%
Index Dividend Yield	0.50%
Price/Earnings Ratio (Median)	41.85
Price/Book Ratio	3.77
Weighted Average Market Cap \$B	\$20.37B

All characteristics are weighted averages unless otherwise noted.

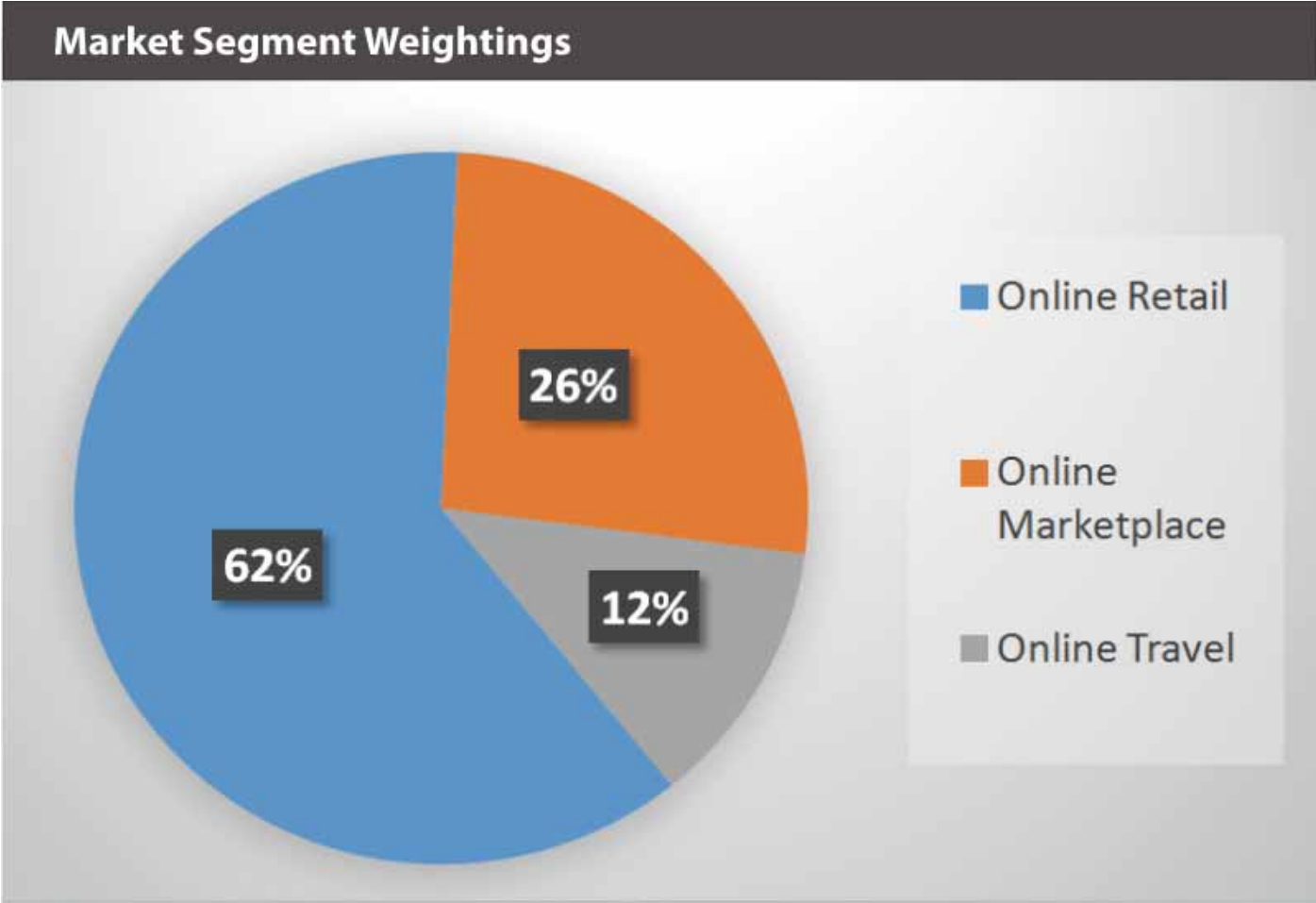
as of 3/31/16

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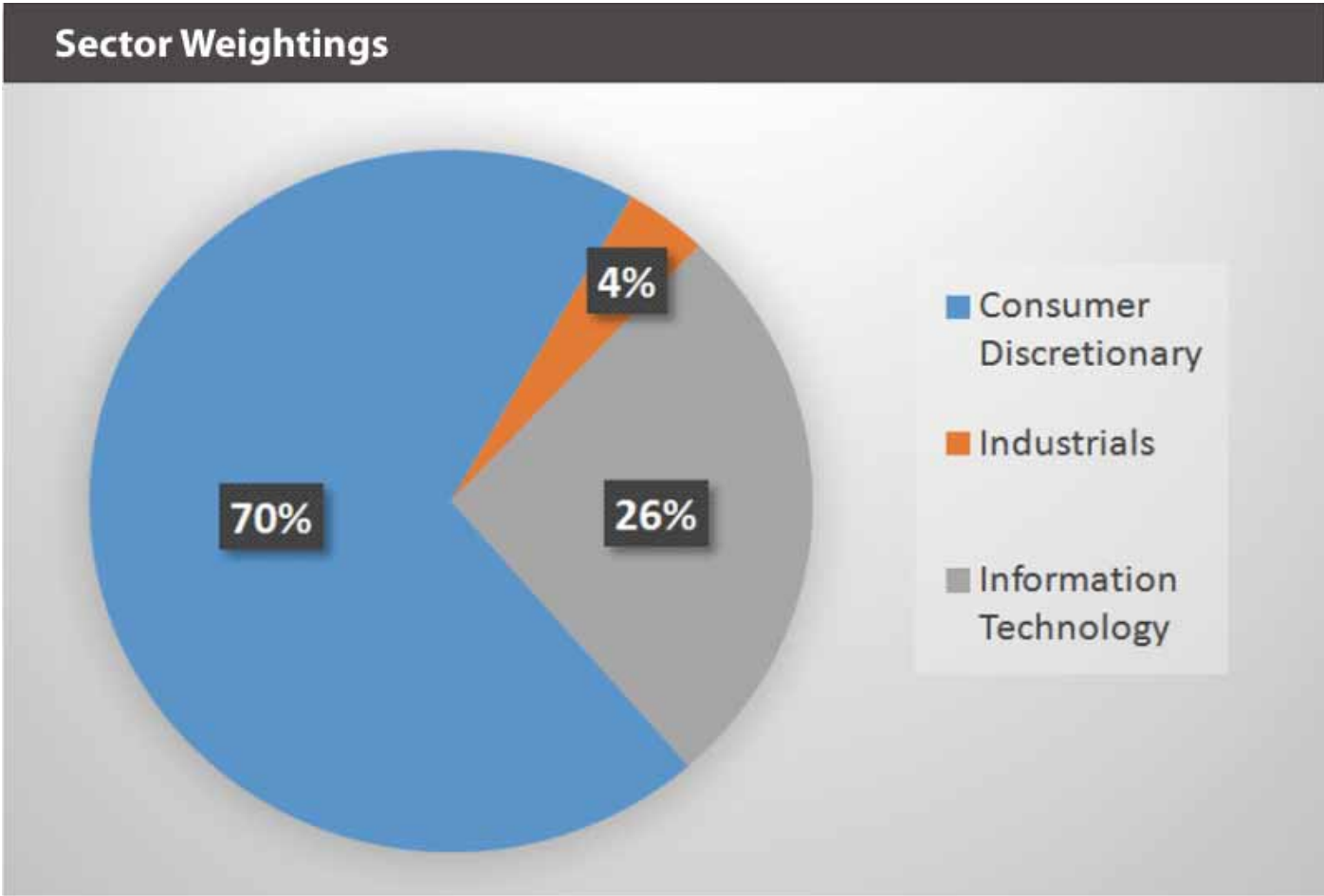


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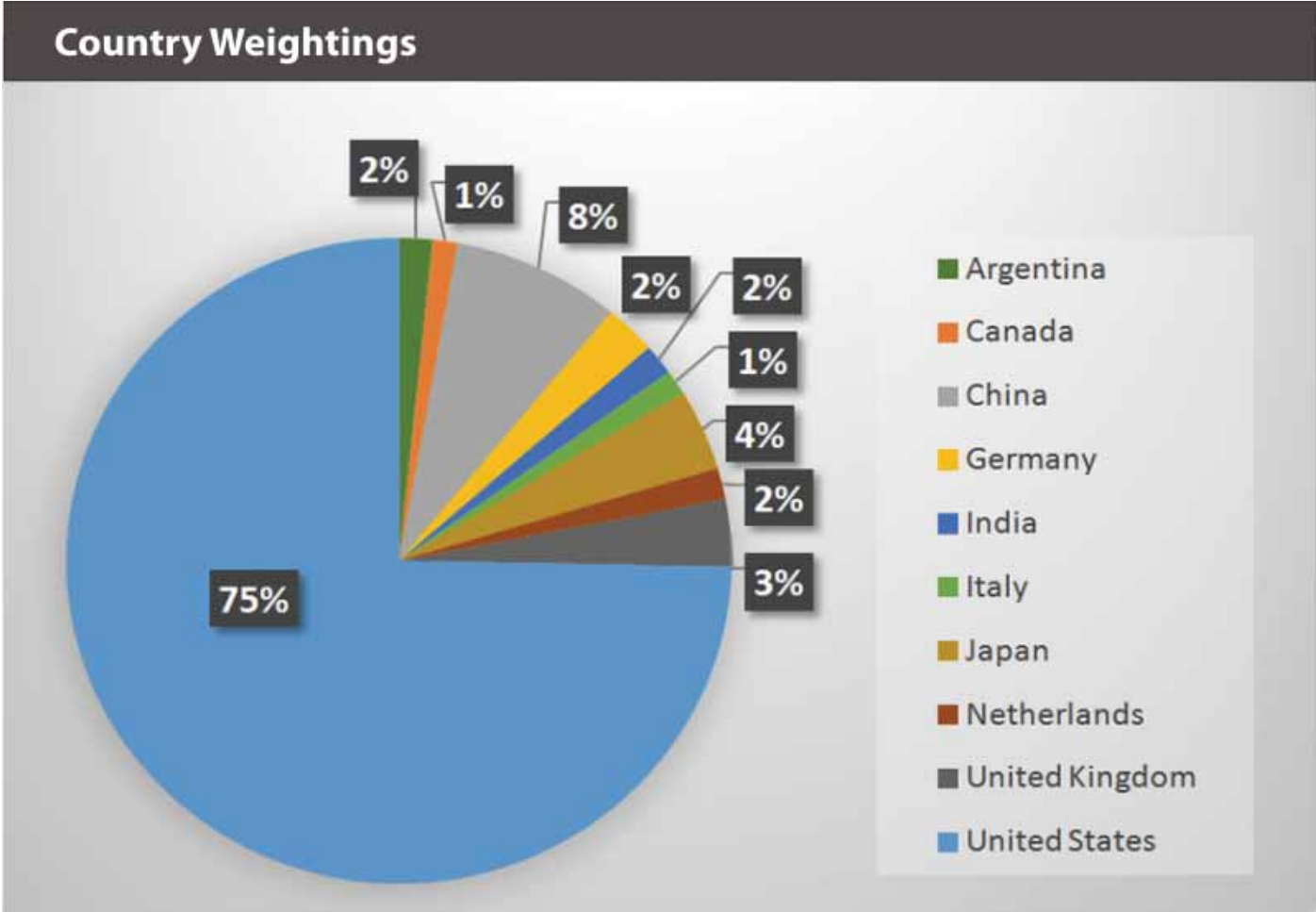


Index Characteristics



as of 3/31/16

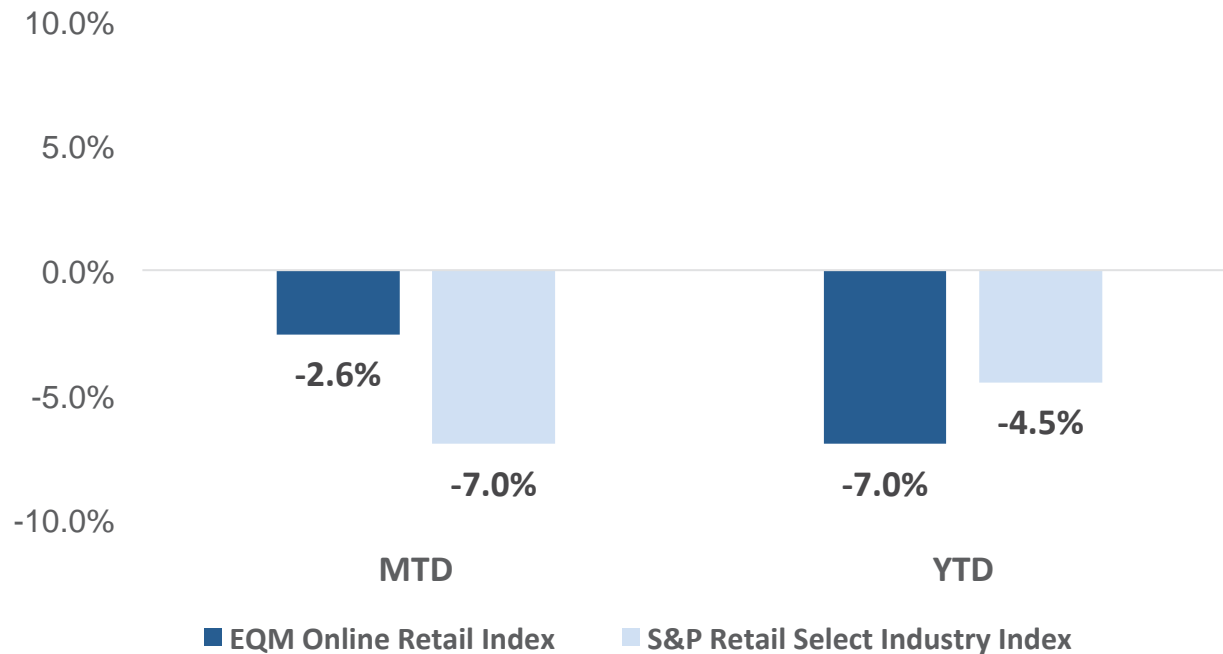
Index Characteristics



as of 3/31/16

Recent Index Performance

Performance Comparison: Click vs. Brick



as of 5/20/16

Past performance is not indicative of future returns. It is not possible to invest in an index. Index return figures are gross total returns.



Innovative. Transparent. Exposure.

EQM INDEXES
**ONLINE RETAIL
INDEX**TM



For further information on the Index such as characteristics, methodology, constituents, performance backtest history, or to download our white paper: “The Investment Case for Online Retail”

Please visit our website at:
<http://www.eqmindexes.com>

ACCESS UNIQUE MARKET SEGMENTS

The graphic features a dark blue background with a glowing blue sphere in the upper center. The words "ONLINE RETAIL ETF" are written in white, bold, sans-serif font at the top. Below this, the word "IBUY" is written in a very large, white, bold, sans-serif font. To the left of "IBUY", there is a dark grey rectangular box containing white text. In the bottom right corner of the graphic, there is a small white shopping cart icon.

ONLINE RETAIL ETF

The Amplify Online Retail ETF (IBUY) seeks to provide investment results that, before fees and expenses, correspond generally to the price performance of the EQM Online Retail Index. The Index is a globally diverse basket of publicly traded companies that obtain 70% or more of revenue from online or virtual sales.

IBUY



OPPORTUNITIES AMPLIFIED

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IBUY FUND DETAILS

Ticker: IBUY

Inception: April 20, 2016

CUSIP: 032108102

Benchmark: EQM Online Retail Index

Distribution/ Rebalance Schedule: Semi Annual



INDEX CONSTITUENTS

INDEX HOLDINGS INDEX DATA AS OF 3/31/2016

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STMP	Stamps.com Inc ●	4.61	EBAY	Ebay Inc ●	2.83	BABA	Alibaba Group Holding-Sp Adr ■	1.28
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GRUB	Grubhub Inc ■	3.47	TRIP	Tripadvisor Inc ▲	2.62	SHOP	Shopify Inc - Class A ■	1.21
LE	Lands' End Inc ●	3.42	NILE	Blue Nile Inc ●	2.49	JE LN	Just Eat Plc ■	1.12
W	Wayfair Inc- Class A ●	3.37	IACI	Iac/Interactivecorp ■	2.34	QUNR	Qunar Cayman Islands Ltd-Adr ▲	1.11
AMZN	Amazon.com Inc ●	3.13	3092 JP	Start Today Co Ltd ●	1.63	OCDO LN	Ocado Group Plc ●	0.98
NFLX	Netflix Inc ●	3.11	MELI	Mercadolibre Inc ■	1.62	4755 JP	Rakuten Inc ■	0.95
FTD	Ftd Cos Inc ●	3.07	CMPR	Cimpress Nv ●	1.56	JMEI	Jumei International-Adr ●	0.89
QVCA	Liberty Interactive Corp Q-A ●	3.05	MMYT	Makemytrip Ltd ▲	1.53	VIPS	Vipshop Holdings Ltd - Adr ●	0.87
OSTK	Overstock.com Inc ●	3.05	2678 JP	Askul Corp ●	1.50			
SALE	Retailmenot Inc ■	3.00	DANG	E-Commerce China-Spon Adr -A ■	1.43			
NTRI	Nutrisystem Inc ●	3.00	JD	Jd.com Inc-Adr ●	1.30			
PCLN	Priceline Group Inc/The ▲	2.94	CTRP	Ctrip.com International-Adr ▲	1.29			

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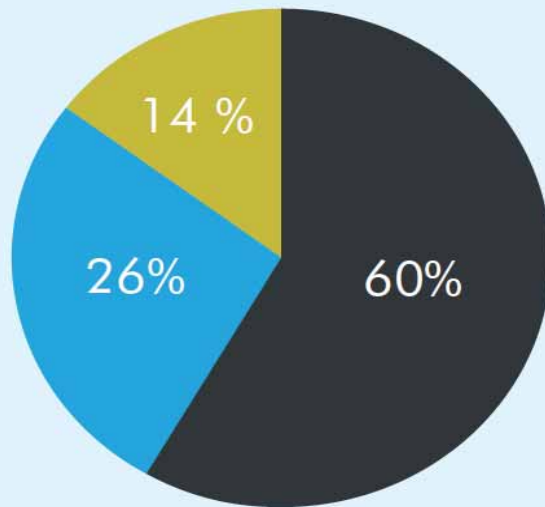
- Traditional Retail
- Marketplace
- ▲ Travel



INDEX BREAKDOWN

ONLINE RETAIL MARKET SEGMENTS

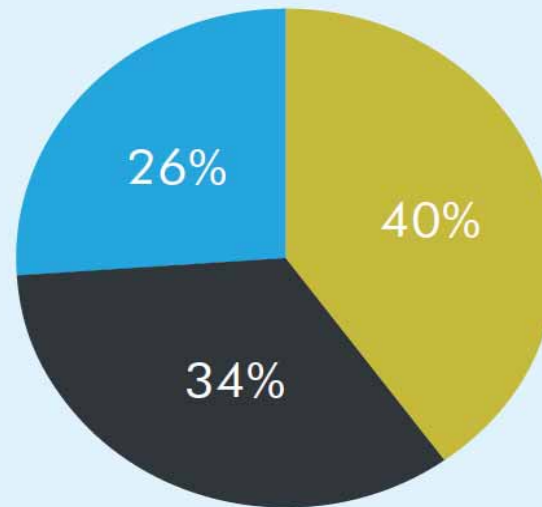
INDEX DATA AS OF 3/31/2016



- TRADITIONAL RETAIL
- MARKETPLACE
- TRAVEL

MARKET CAPITALIZATION BREAKDOWN

INDEX DATA AS OF 3/31/2016



- LARGE CAP (>\$10 BILLION)
- MID CAP (\$2 BILLION-\$10 BILLION)
- SMALL CAP (\$300 MILLION-\$1.99 BILLION)



POTENTIAL IBUY PORTFOLIO APPLICATIONS

Diversification: Existing Consumer or Retail Allocations

Country Specific Diversification: Domestic Consumer or Retail Exposure

Growth Tilt: Component to a Growth Allocation

Satellite: Complement to Core Exposure

Trading Vehicle: Online or Traditional Retail Events

Hedge: Company Specific Risk or Traditional Retail Exposure





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