

Presented By



fa-mag.com

TODAY'S SPEAKERS



Christian Magoon
Founder & CEO
Amplify ETFs



Jeff Saut
Market Strategist &
Advisory Board Member
Capital Wealth Planning



Kevin Simpson
Founder & Chief
Investment Officer
Capital Wealth Planning



Dan Cupkovic
Director of Investments
ARGI Financial

TODAY'S AGENDA

1. **Market Insights – Jeff Saut**
2. **Enhanced Dividend Strategy - Capital Wealth Planning**
3. **BlackSwan Strategy - ARGI Financial**
4. **Questions & Answers**

About Amplify ETFs

ETF Sponsor founded in 2016

\$750 million AUM across 10 ETFs (as of 9/30/19)

Five “ETF of the Year” Nominations in 2018 (ETF.com)

THEMATIC

IBUY - Online Retail ETF

BLOK - Transformational Data Sharing ETF

CNBS – Seymour Cannabis ETF

BATT - Advanced Battery Metals & Materials ETF

LEND - Peer-to-Peer Lending & Crowdfunding ETF

XBUY - International Online Retail ETF

CORE

SWAN - BlackSwan Growth & Treasury Core ETF

EASI - Tactical Growth ETF

INCOME

YYY - High Income ETF

DIVO – Enhanced Dividend Income ETF

Challenging Markets

Historically low interest rates

- Trending lower

S&P 500 near all time highs

- Spike in recent +1% daily S&P 500 moves
- Q4 2018 drawdown still on investors' minds

Headline risks abound

- China Trade
- Fed Policy
- Recession Fear
- Brexit
- Global Economic Slowdown
- Hong Kong
- Iran

Investor Response to Challenging Markets

Fund Flows

Money-market assets are the highest since 2009



Source: Investment Company Institute

Bloomberg, 8/15/2019

Market Insights



Jeff Saut

Market Strategist &
Advisory Board Member
Capital Wealth Planning

Enhanced Dividend Income Strategy



Kevin Simpson
Founder & Chief
Investment Officer
Capital Wealth Planning

Capital Wealth Planning

At Capital Wealth Planning (CWP) our focus is delivering competitive results for our Advisor partners and their High Net Worth clients by providing specialized proprietary investment management products and services. We offer conservative strategies using covered call writing* that seeks to enhance income and overall total return.



Fee-Based Management

CWP is an independent, fee-only investment advisory firm registered with the Securities and Exchange Commission. CWP provides sub-advisory investment services to advisors with high net worth clients, pensions, profit sharing plans, trusts, estates, charitable organizations, and corporations.



Tactical Transition Overlay

CWP specializes in the tactical transition of concentrated equity holdings. This process can be spread out over several years for tax-sensitive investors. Concentrated positions have calls written against the shares that the investor is willing to sell and recognize taxes on.

*Writing covered calls may limit the upside potential of the underlying security, and does not protect against loss beyond the option premium received

The Equity Income Challenge

Investors in need of current income from their investments are hard-pressed to find viable solutions

- Low rates make it difficult to generate material income.
- The size of income is often prioritized over growth of income, resulting in longer term issues.
- Upside potential may be forfeited if investors are too dependent on bonds for their income.

Blue-chip stocks w/ a history of paying dividends combined with covered calls* may be a solution

The [Amplify CWP Enhanced Dividend Income ETF \(DIVO\)](#) 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 seeks to offer high levels of total return on a risk-adjusted basis.

*Writing covered calls may limit the upside potential of the underlying security, and does not protect against loss beyond the option premium received

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Amplify CWP Enhanced Dividend Income ETF (DIVO)

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:

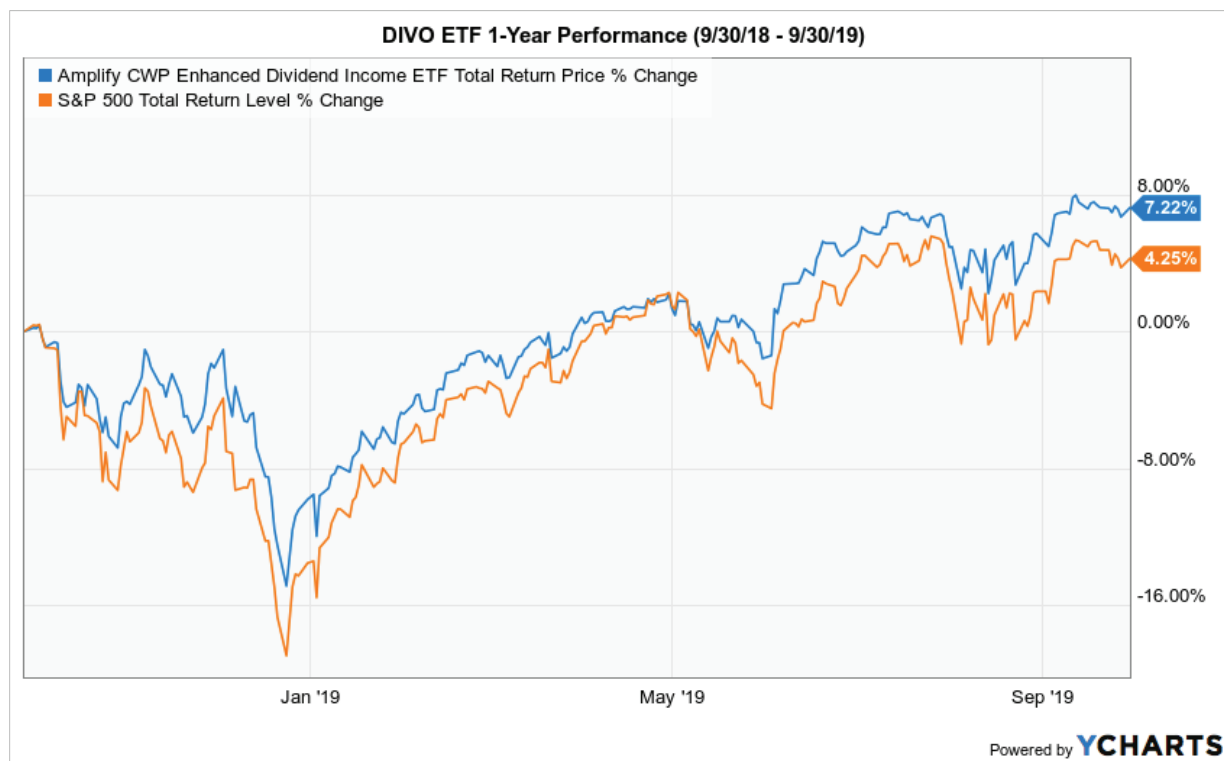
DIVO consists of 20-25 stocks, which are screened and adjusted according to attributes including market cap, management track record, earnings, cash flow and return on equity.

Tactical Covered Call Writing:

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

Amplify CWP Enhanced Dividend Income ETF (DIVO)

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 seeks to offer high levels of total return on a risk-adjusted basis.



	Cumulative					Annualized	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception (12/14/16)	1 Yr.	Since Inception (12/14/16)
Month end as of September 30th, 2019							
Fund NAV	1.54%	2.56%	7.46%	18.36%	39.12%	7.84%	12.53%
Closing Price	1.43%	2.46%	7.38%	18.88%	39.05%	7.80%	12.51%
S&P 500 TR Index	1.87%	1.70%	6.08%	20.55%	38.52%	4.25%	12.35%
Quarter end as of September 30th, 2019							
Fund NAV	1.54%	2.56%	7.46%	18.36%	39.12%	7.84%	12.53%
Closing Price	1.43%	2.46%	7.38%	18.88%	39.05%	7.80%	12.51%
S&P 500 TR Index	1.87%	1.70%	6.08%	20.55%	38.52%	4.25%	12.35%

Source: US Bancorp Fund Services. The starting price for the Since Inception cumulative return is \$25.00.

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. 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. The Fund's net expense ratio is 0.49%.

The Amplify CWP Enhanced Dividend Income ETF 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.

The Standard & Poor's (S&P) 500 Total Return Index is a 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 is not possible to invest directly in an index.

Foreside Fund Services, LLC, Distributor



Amplify CWP Enhanced Dividend Income ETF (DIVO)

FUND FACTS

Inception Date: 12/14/2016

Net Assets: \$21 million (as of 10/23/19)

Exchange: NYSE Arca

Distribution Frequency: Monthly

Number of Equity Holdings: 23

Fees & Expenses

Gross Expense Ratio: 0.96%

- Fee Reduction/Waiver: 0.47¹

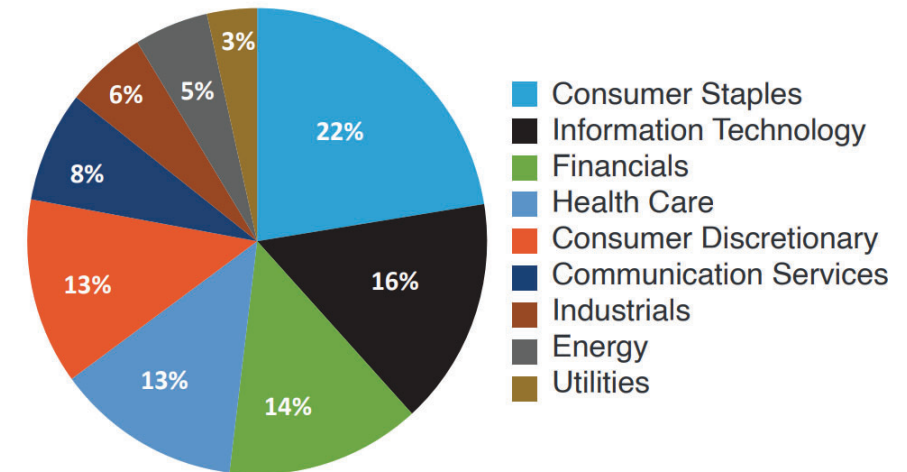
= Net Expense Ratio: 0.49%

DIVO Top 10 Holdings (as of 10/23/19)

Holding	Ticker	% Weight
APPLE INC	AAPL	5.93%
HOME DEPOT INC	HD	5.75%
MCDONALDS CORP	MCD	5.62%
WALMART INC	WMT	5.47%
JPMORGAN CHASE & CO.	JPM	5.01%
WALGREENS BOOTS ALLIANCE	WBA	4.91%
DISNEY WALT CO	DIS	4.87%
CHEVRON CORP NEW	CVX	4.73%
BOEING CO	BA	4.64%
UNITEDHEALTH GROUP INC	UNH	3.27%

Fund holdings are subject to change at any time and should not be considered recommendations to buy or sell any security.

Sector Allocation (as of 9/30/19)



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 October 22, 2020. The Net Expense Ratio is applicable to investors.

DIVOETF.com

DIVO ETF Income Overview

Data as of 9/30/2019

Distribution Frequency: **Monthly**

Distribution Yield*: **5.53%**

30-Day SEC Yield**: **1.87%**

* **Distribution Rate** is the annual yield an investor would receive if the most recent distribution remained the same going forward. The yield represents a single distribution from the fund and does not represent total return to the fund. The distribution yield is calculated by annualizing the most recent distribution – from both dividend and option income – and dividing it by the most recent NAV. Distributions have included a return of capital. Please visit <https://amplifyetfs.com/divo-tax-information> for more information.

** **30-Day SEC Yield** is a standard yield calculation developed by the Securities and Exchange Commission that allows for fairer comparisons among bond funds. It is based on the most recent month end. This figure reflects the income earned from dividends – excluding option income – during the period after deducting the Fund's expenses for the period.

	Cumulative					Annualized	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception (12/14/16)	1 Yr.	Since Inception (12/14/16)
<i>Month end as of September 30th, 2019</i>							
Fund NAV	1.54%	2.56%	7.46%	18.36%	39.12%	7.84%	12.53%
Closing Price	1.43%	2.46%	7.38%	18.88%	39.05%	7.80%	12.51%
S&P 500 TR Index	1.87%	1.70%	6.08%	20.55%	38.52%	4.25%	12.35%
<i>Quarter end as of September 30th, 2019</i>							
Fund NAV	1.54%	2.56%	7.46%	18.36%	39.12%	7.84%	12.53%
Closing Price	1.43%	2.46%	7.38%	18.88%	39.05%	7.80%	12.51%
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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. 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. The Fund's net expense ratio is 0.49%.

The Amplify CWP Enhanced Dividend Income ETF 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.

The Standard & Poor's (S&P) 500 Total Return Index is a 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 is not possible to invest directly in an index.

Foreside Fund Services, LLC, Distributor

BlackSwan Growth & Treasury Strategy



Dan Cupkovic

Director of Investments
ARGI Financial

Creator of the
BlackSwan Strategy

The Low-Volatility Challenge

With equity markets at or near record highs, investors are looking for strategies that will help mitigate downside risk but also retain their upside potential.

Many low-volatility approaches are too concentrated in equities.

The **BlackSwan Growth & Treasury Core ETF (SWAN)** is a Fund with a simple and powerful strategy and has two inversely-correlated asset classes:

90%

U.S. Treasury
Securities
Laddered Treasuries

10%

SPDR S&P 500 ETF Trust
(SPY) LEAP Options
In-the-Money Calls

*Risk management
through correlation
management*

Approximate values. Subject to change, per the prospectus.

What The BlackSwan Strategy is NOT

- This is NOT a “Tail Risk” strategy that has taken losses in good markets and has done well only in down markets
- This is NOT a complicated strategy, but straightforward and simple
- This is NOT an active strategy relying on triggers/trends

What The BlackSwan Strategy IS

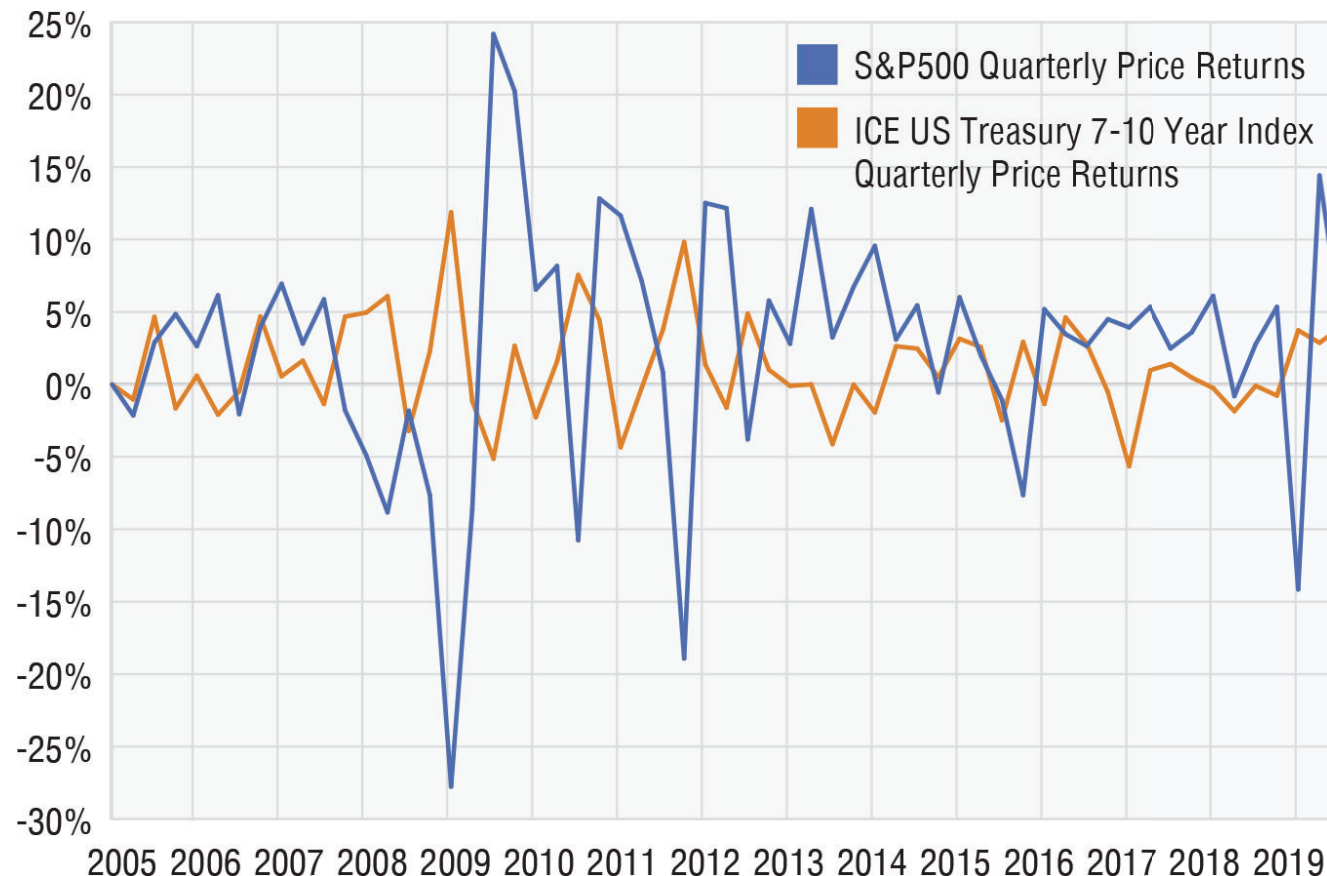
Simple, yet powerful Fund owning two inversely-correlated asset classes

- S&P 500 in-the-money LEAP call options & U.S. Treasury Securities

Rules-based, passive methodology, backed by academic whitepaper

- Based upon structural and behavioral phenomena

The S&P 500 and U.S. Treasuries are often seen having negative correlation with each other



Past performance is no guarantee of future results. For Illustrative Purposes Only.

Quarterly Returns; source: Bloomberg 1/1/2005 – 6/30/2019

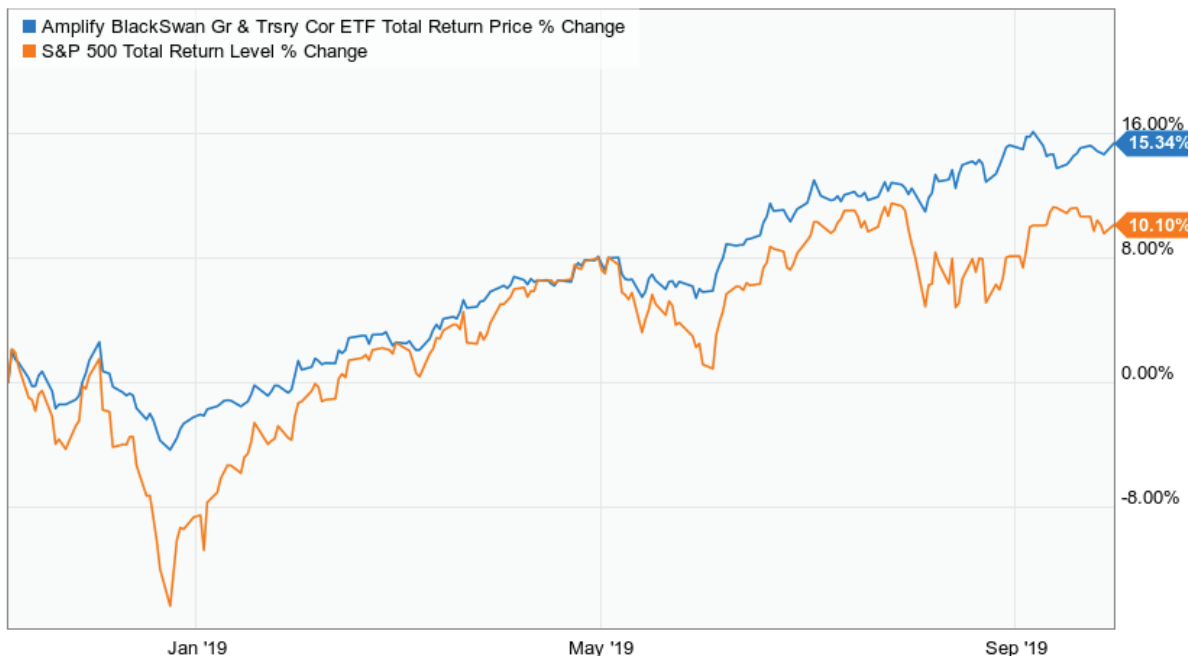
Index descriptions at the end of this presentation

An investment cannot be made directly in an index.

BlackSwan ETF (SWAN)

The BlackSwan ETF seeks investment results that correspond to the S-Network BlackSwan Core Total Return Index (the Index). The Index's investment strategy seeks uncapped exposure to the S&P 500, while buffering against the possibility of significant losses. Approximately 90% of the ETF will be invested in U.S. Treasury securities, while approximately 10% will be invested in SPY LEAP Options in the form of in-the-money calls.

BlackSwan ETF (SWAN) Performance Since Inception 11/6/18 - 9/30/19



Oct 24 2019, 9:33AM EDT. Powered by YCHARTS

The starting price used for this chart is the trading price on 11/6/2018, which differs from the \$25.00 inception price.

	CUMULATIVE (%)					ANNUALIZED (%)	
	1 Mo.	3 Mo.	6 Mo.	YTD	Since Inception (11/6/18)	1 Yr.	Since Inception (11/6/18)
Month end as of September 30th, 2019							
Fund NAV	0.07%	3.31%	8.72%	17.83%	14.89%	N/A	N/A
Closing Price	0.11%	3.81%	9.01%	17.98%	15.62%	N/A	N/A
S&P 500 TR Index	1.87%	1.70%	6.08%	20.55%	10.80%	N/A	N/A
Quarter end as of September 30th, 2019							
Fund NAV	0.07%	3.31%	8.72%	17.83%	14.89%	N/A	N/A
Closing Price	0.11%	3.81%	9.01%	17.98%	15.62%	N/A	N/A
S&P 500 TR Index	1.87%	1.70%	6.08%	20.55%	10.80%	N/A	N/A

Source: US Bancorp Fund Services. The starting price for the Since Inception cumulative return is \$25.00.

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. 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. The Fund's gross expense ratio is 0.49%.

The Amplify BlackSwan Growth & Treasury ETF (SWAN) investment objective and strategy differs substantially from the S&P 500 Total Return Index, which is used for comparison purposes as a widely recognized measure of U.S. stock market performance. While the returns of SWAN have exhibited positive (but varying) correlation to the index over time, SWAN may invest in different securities and in different proportions than in the S&P 500 index.

The Standard & Poor's (S&P) 500 Total Return Index is a 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 is not possible to invest directly in an index.

Foreside Fund Services, LLC, Distributor



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Considerations for Using SWAN

- ✓ Academic Research & Rigor
- ✓ Core equity hedge potential against significant drawdowns
- ✓ Optionality bucket: “dry powder” during big downturns
- ✓ Bond alternative: bond exposure plus growth

“What if I’m wrong?”



Source: <https://joi.pm-research.com/content/28/1/64>

BlackSwan ETF (SWAN) Overview

FUND FACTS

Inception Date: 11/6/2018

Expense Ratio: 0.49%

Net Assets: \$120 million (as of 10/23/19)

Exchange: NYSE Arca

Distribution Frequency: Quarterly

Number of Holdings: 8

INDEX DETAILS

Index Name: S-Network BlackSwan

Core Index

Index Ticker: SWANXT

Index Rebalance: Semi-Annual
(June & December)

Index Website:

blackswan.snetglobalindexes.com

SWAN Holdings (as of 10/23/19)

Holding	% Weight
UNITED STATES TREAS BDS 3% 02/15/2049	20.01%
UNITED STATES TREAS NTS 2.625% 02/15/2029	15.77%
UNITED STATES TREAS NTS 2.375% 04/30/2026	15.50%
UNITED STATES TREAS NTS 2.375% 02/29/2024	15.49%
UNITED STATES TREAS NTS 2.125% 05/15/2022	15.31%
SPDR S&P CLL OPT 12/19 255	6.67%
SPDR S&P CLL OPT 6/20 245	6.29%
UNITED STATES TREAS NTS 2.5% 02/28/2021	4.41%
Cash & Other	0.55%

Fund holdings are subject to change at any time and should not be considered recommendations to buy or sell any security.

SWANETF.com

Important Disclosure

Opinions expressed are subject to change, are not intended to be a forecast of future events, a guarantee of future results, nor investment advice.

Carefully consider the Funds 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 prospectuses 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.

Amplify ETFs are distributed by Foreside Fund Services, LLC.

SWAN:

The Fund is not a money market fund.

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. The use of derivative instruments, such as options contracts, can lead to losses because of adverse movements in the price or value of the underlying asset, index or rate, which may be magnified by certain features of the derivatives. Investing in options, including LEAP Options, and other instruments with option-type elements may increase the volatility and/or transaction expenses of the Fund. An option may expire without value, resulting in a loss of the Fund's initial investment and may be less liquid and more volatile than an investment in the underlying securities. Investments in debt securities typically decrease in value when interest rates rise. This risk is usually greater for longer-term debt securities. The Fund is non-diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund.

The S-Network BlackSwan Core Total Return Index (Ticker: SWANXT) holds U.S. Treasury securities and SPY LEAP Options. On each rebalancing date, the Index targets 90% of its index market capitalization in U.S. Treasury securities and 10% targets of its index market capitalization in SPY LEAP Options. The weighting of U.S. Treasury securities is determined by the option reconstitution schedule. The S-Network BlackSwan Core Total Return Index is a trademark of the Index Provider and has been licensed for use for certain purposes by the Adviser. The Index Provider is not affiliated with the Trust, the Adviser, either Sub-Adviser or the Distributor. The Fund is entitled to use the Index pursuant to a sub-licensing agreement with the Adviser. It is not possible to directly invest in an index.

An "in-the-money" call option contract is an option contract with a strike price that is below the current price of the underlying reference asset.

Important Disclosure

The Standard & Poor's 500 Index - S&P 500 is a market-capitalization-weighted index of the 500 largest U.S. publicly traded companies by market value.

The ICE U.S. Treasury 7-10 Year Bond Index is market value weighted and is designed to measure the performance of U.S. dollar-denominated, fixed rate securities with minimum term to maturity greater than seven years and less than or equal to ten years.

DIVO:

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. 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.

ETF.com Award Nomination Rules

ETF.com Award winners are selected in a three-part process designed to leverage the insights and opinions of leaders throughout the ETF industry.

Step 1

The awards process begins with open nominations, which started Dec. 3, 2018, and closed Jan. 3, 2019. Interested parties were invited to submit nominations using a survey form. Self-nominations are accepted.

Step 2

Following the open nominations process, the ETF.com Awards Nominating committee—made up of senior leaders at ETF.com, Inside ETFs and the FactSet ETF team (whose data powers the ETF.com website and fund reports)—will vote to select up to five finalists in each category. Votes will be cast on a majority basis, and ties broken where possible with head-to-head runoff votes. If ties cannot be broken, more than five finalists are allowed. The nomination voting will be completed by Jan. 14, 2019.

Step 3

Winners among these finalists will be selected by a majority vote of the ETF.com Awards Selection committee, a group of independent ETF experts from throughout the ETF community. Committee members will recuse themselves from voting in any category in which they or their firms appear as finalists. Ties will be decided where possible with head-to-head runoff votes. Results will be kept secret until they are announced at the ETF.com Awards Dinner on March 28, 2019.

Questions?

DIVO

DIVOETF.com

SWAN

SWANETF.com



Contact Us



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Wheaton Illinois, 60187



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Telephone

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- The CFP Board – 1 hour
- Investments & Wealth Institute™ (previously known as IMCA) – 1 hour

If you would like to receive credit for participating in this live webcast, please follow the directions below.

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If you are new to our CE Center, please complete the registration form in its entirety. (*Note: You will need to supply your ID# generated from Investments & Wealth Institute™.*)
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