AMPLIFY ETFs™

MJ®

Amplify Alternative Harvest ETF

As of 9/30/26

FUND FACTS

Ticker	MJ®
CUSIP	032108474
Launch Date	12/3/2015
Primary Exchange	NYSE ARCA
Number of Holdings	9

FEES & EXPENSES

Management Fee	0.75%
Acquired Fund Fees & Expenses	0.37%
Total Expense Ratio	1.12%
Expense Waiver/Reimbursement*	0.37%
Net Expense Ratio	0.75%

INDEX

Index Name	Prime Alternative Harvest Index
Index Ticker	HARVEST
Weighting	Proprietary
Rebalance	Quarterly
Website	primeindexes.com

MARKET CAPITALIZATION

Large Cap (> $10B)	0.00%
Mid Cap ($2B - $10B)	0.00%
Small Cap (< $2B)	100.00%

ABOUT THE FUND

MJ® seeks investment results that generally correlate (before fees and expenses) to the total return performance of the Prime Alternative Harvest Index. MJ tracks a portfolio of companies within the cannabis ecosystem benefitting from global medicinal and recreational cannabis legalization initiatives.

REASONS TO INVEST

1. **Access Global Cannabis Industry:** The first U.S. ETF to target the global cannabis industry.[1]
2. **Transforming Medical Treatments:** There are many other significant applications for cannabis and THC-based medicines and treatments ranging from epilepsy to cancer treatment to non-opioid pain management.
3. **Discover Worldwide Growth Potential:** The global cannabis market is expected to show an annual growth rate (CAGR 2024-2028) of 14.06%, resulting in a market volume of USD $102.9 billion by 2028.[2]

TOP HOLDINGS

TICKER	COMPANY	% WT.
CNBS	Amplify Seymour Cannabis ETF	50.81%
CRON	Cronos Group Inc	10.04%
TLRY	Tilray Brands Inc	9.51%
CGC	Canopy Growth Corp	7.09%
VFF	Village Farms International Inc	6.04%

TICKER	COMPANY	% WT.
SNDL	SNDL Inc	5.78%
ACB	Aurora Cannabis Inc	4.41%
HITI	High Tide Inc	3.89%
OGI	Organigram Global Inc	1.88%

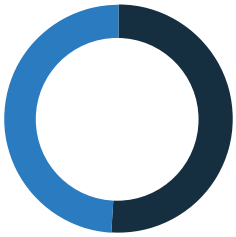
Holdings and allocations are subject to change at any time and should not be considered a recommendation to buy or sell a security.

PERFORMANCE

	CUMULATIVE (%)			ANNUALIZED (%)				
	1 MO.	YTD	SINCE INCEPTION	1 YR.	3 YR.	5 YR.	10 YR.	SINCE INCEPTION
NAV	-7.55%	-16.98%	-86.34%	-32.05%	-13.68%	-29.65%	-19.78%	-16.80%
Closing Price	-5.81%	-16.68%	-86.78%	-32.28%	-13.63%	-29.57%	-19.95%	-17.05%
Prime Alternative Harvest Index	-7.68%	-17.79%	N/A	-32.82%	-15.78%	-30.99%	N/A	N/A

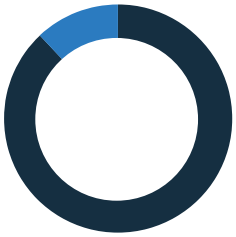
Fund inception date: 12/2/2015. Index inception date: 12/18/2017. ***The performance data quoted represents past performance and does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Current performance may be lower or higher than the performance quoted. For the most recent month-end performance, visit AmplifyETFs.com/MJ.*** *Brokerage commissions will reduce returns. NAV is the sum of all its assets less any liabilities, divided by the number of shares outstanding. The closing price is the last price at which the fund traded. Indexes are unmanaged and it's not possible to invest directly in an index. The Prime Alternative Harvest Index tracks the performance of companies within the cannabis ecosystem benefitting from global medicinal and recreational cannabis legalization initiatives.*

COUNTRY ALLOCATION



- United States (51.09%)
- Canada (48.91%)

SECTOR ALLOCATION



- Health Care (87.58%)
- Consumer Staples (12.42%)

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. Narrowly focused investments typically exhibit higher volatility. The possession and use of marijuana, even for medical purposes, is illegal under federal and certain states' laws, which may negatively impact the value of the Fund's investments. Use of marijuana is regulated by both the federal government and state governments, and state and federal laws regarding marijuana often conflict. Even in those states in which the use of marijuana has been legalized, its possession and use remains a violation of federal law. Federal law criminalizing the use of marijuana pre-empts state laws that legalizes its use for medicinal and recreational purposes. Cannabis companies and pharmaceutical companies may never be able to legally produce and sell products in the United States or other national or local jurisdictions.

The Fund's investments will be concentrated in an industry or group of industries to the extent that the Index is so concentrated. In such event, the value of the Fund's shares may rise and fall more than the value of shares of a fund that invests in securities of companies in a broader range of industries. The consumer staples sector may be affected by the permissibility of using various product components and production methods, marketing campaigns and other factors affecting consumer demand. Tobacco companies, in particular, may be adversely affected by new laws, regulations and litigation. The consumer staples sector may also be adversely affected by changes or trends in commodity prices, which may be influenced or characterized by unpredictable factors.

Amplify Investments LLC is the Investment Adviser to the Fund. Tidal Investments LLC and Seymour Asset Management LLC serve as the Investment Sub-Advisers. Amplify ETFs are distributed by Foreside Fund Services, LLC.

**The Fund's investment adviser has agreed to waive its management fee in an amount equal to the acquired fund fees and expenses related to any investment in Amplify Seymour Cannabis ETF until January 29, 2027.*

[1]First-to-market claim is based on a review of industry data as of December 3, 2015. No information to the contrary has come to our attention to date, for more information or inquiries about this claim, please contact info@amplifyetfs.com

[2]www.statista.com/outlook/hmo/cannabis/worldwide

Not FDIC Insured | No Bank Guarantee | May Lose Value

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