

# EASI

Amplify EASI Tactical  
Growth ETF

## Time to Get Tactical?

Rotate Between Quality Growth Stocks & Fixed Income in One ETF

For Financial Professionals Only. Not for Public Distribution.



# TODAY'S SPEAKERS

**Christian Magoon**  
Founder & CEO  
Amplify ETFs

**David Ryan**  
Co-Founder  
EASI Investments, LLC  
(Index provider)

# TODAY'S AGENDA

- **Overview of EASI ETF**
- **Why a Tactical Approach Makes Sense**
- **Q&A with David Ryan**
- **Advisor Q&A**

# EASI ETF Description

## AMPLIFY EASI TACTICAL GROWTH ETF (EASI)

EASI seeks investment results that generally correspond to the price and yield of the EASI Tactical Growth Index (the “Index”). The Index uses a rules-based methodology designed to optimize risk-adjusted returns by tactically rotating between exposure to high quality growth stocks (in periods of upward momentum), and fixed-income securities (seeking lower volatility during periods of momentum loss).

EASI is an acronym for Earnings Acceleration Stock Index

# EASI ETF Overview

## Why Invest in EASI?



Access to quality growth companies in one convenient rules-based investment



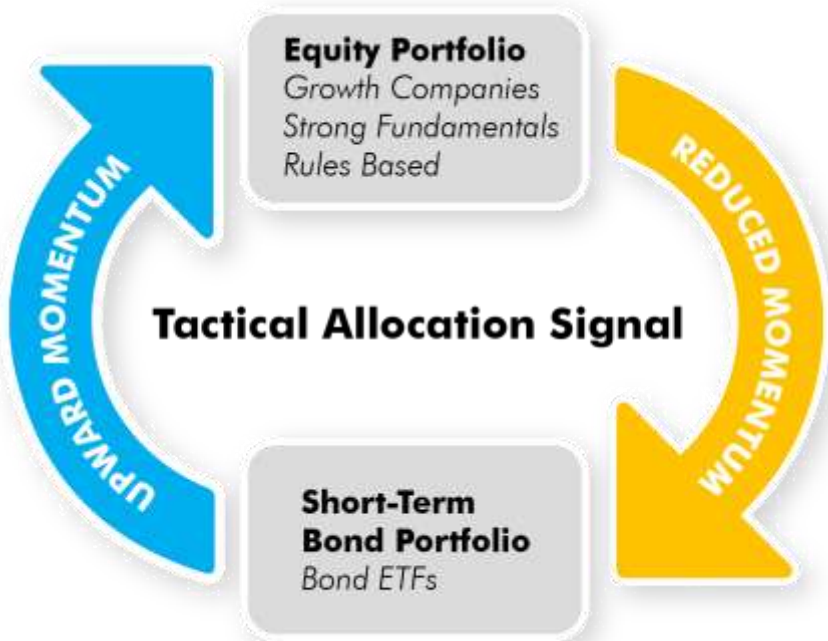
Seeks to lower volatility by tactically rotating out of equities during periods of market downturns



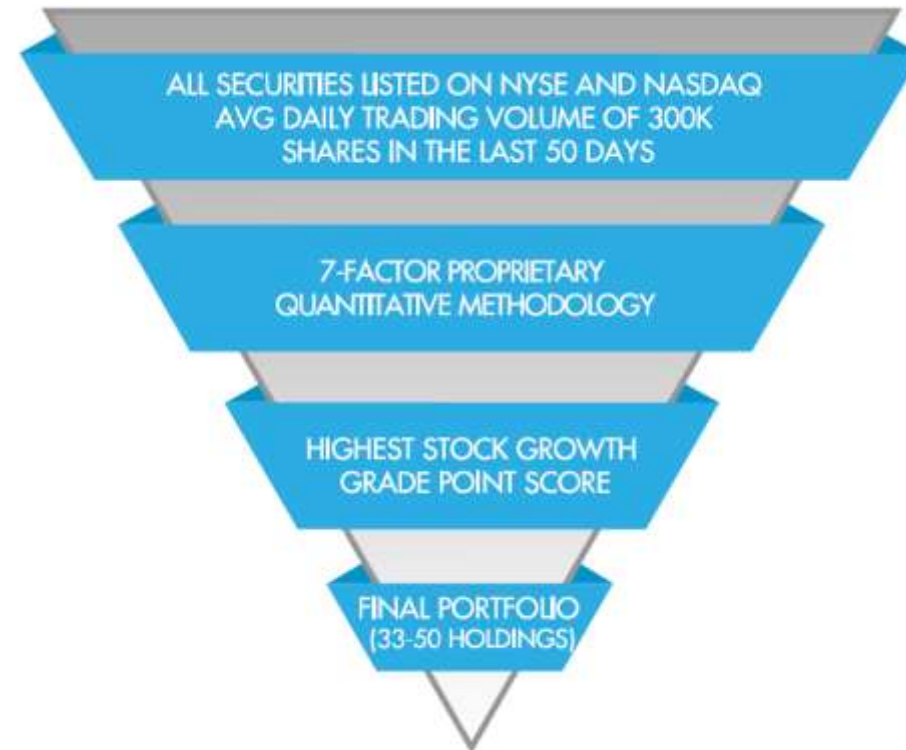
Automated, unemotional approach to equity investing

# EASI ETF Overview

Participate in the Upside, Seek to Lower Volatility on the Downside



## Stock Selection Process



# EASI ETF Overview

## EQUITY ALLOCATION

### Stock Growth Grade Point – Index Weighting

#### **60% Technical Factors (Price Performance)**

- Relative price performance vs. S&P 500 and all stocks in the Index
- Measurement of how far the stock is trading below its highest level over the past 12 months
- Trading volume size relative price direction

#### **40% Fundamental Factors**

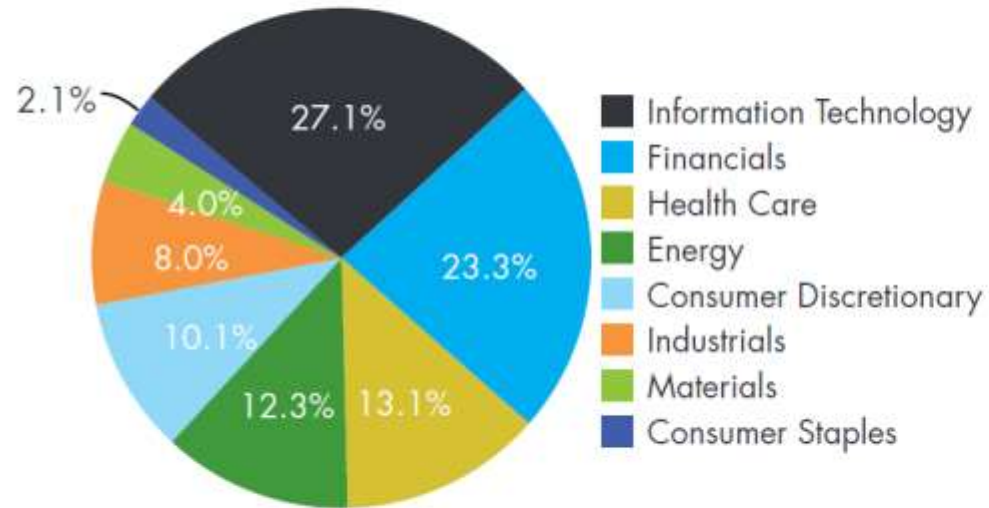
- Earnings change
- Earnings acceleration
- Sales change
- Return on equity

When utilizing the equity allocation, the Fund will generally hold between 33 and 50 securities, in accordance with the Index.

# EASI ETF Overview

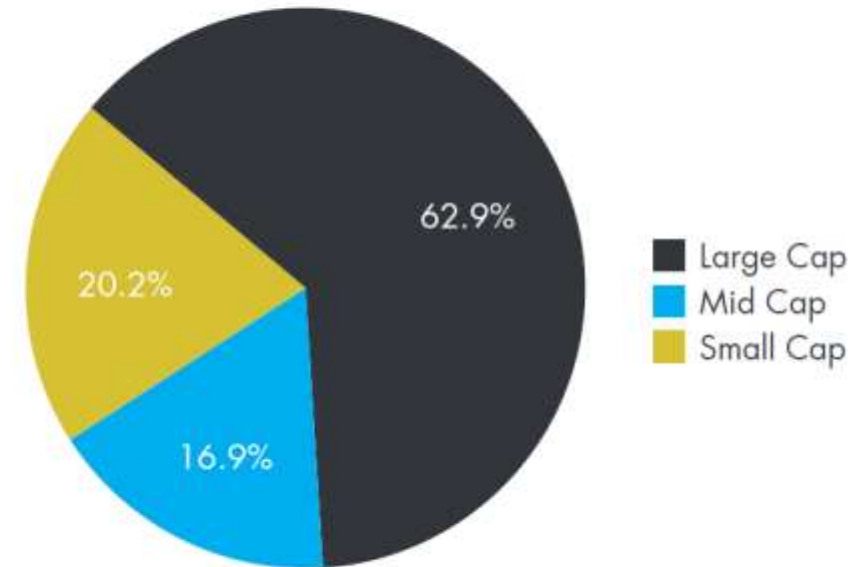
## Sector Allocation

(Fund data as of 6/30/18)



## Market Cap Allocation

(Fund data as of 6/30/18)



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



# EASI ETF Overview

## FUND DETAILS

Inception	6/14/18
Ticker	EASI
Primary Exchange	NYSE Arca
CUSIP	032108706
Intraday NAV	EASIIV
Net Assets	\$9,874,188
Shares Outstanding	400,000
Expense Ratio:	0.75%
# of Holdings	50

## EASI Top 10 Holdings (as of 7/23/18)

TICKER	NAME	% WEIGHT
PRMW	PRIMO WTR CORP	2.11%
SBCF	SEACOAST BKG CORP FLA	2.10%
GDOT	GREEN DOT CORP	2.09%
QLYS	QUALYS INC	2.07%
ALGN	ALIGN TECHNOLOGY INC	2.07%
PRAH	PRA HEALTH SCIENCES INC	2.07%
LGND	LIGAND PHARMACEUTICALS INC	2.06%
TREX	TREX CO INC	2.05%
KFY	KORN FERRY INTL	2.04%
ZTO	ZTO EXPRESS CAYMAN INC	2.04%

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# Q&A with David Ryan

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## *David Ryan, Co-Founder of EASI Investments, LLC*

Mr. Ryan founded Ryan Capital Management in 1998 after working at William O'Neil and Company for 16 years. From 1982 to 1998, David Ryan worked closely with William O'Neil, founder of Investor's Business Daily. His key responsibility at William O'Neil & Company was advising that firm's institutional clients on individual stock selection. Mr. Ryan received national attention when he won the U.S. Investing Championship three times between 1985 and 1990. Each year approximately 300 contestants, including portfolio managers, market letter writers and individual investors competed to see who could achieve the best returns.

Mr. Ryan has been quoted and featured in numerous books, magazines, newspapers and television programs including: Market Wizards, by Jack Schwager, Momentum Masters, by Mark Minervini, Forbes, Barron's, Investor's Business Weekly, The Wall Street Journal, Los Angeles Times, CNN, CBS, NBC and CNBC.

# Q&A with David Ryan

## QUESTIONS

1. Why the career focus on growth investing?
2. What's the biggest challenge being a growth investor?
3. What led you to create an index?
4. Why do technical factors (relative price performance, contextual volume) matter in growth investing?

# Q&A with David Ryan

## QUESTIONS

5. Why do fundamental factors of growth stocks matter?
6. What's important about earnings acceleration?
7. Why the index overweight on technicals (60%) versus fundamentals (40%) in terms of selection criteria?

# Q&A with David Ryan

## QUESTIONS

8. Why does being tactical matter when it comes to growth investing?
9. What is the Tactical Allocation Signal's goal?
10. How do you think this index will benefit the investment community?

# Advisor Q&A

## QUESTIONS?



[EASIETF.com](https://EASIETF.com) | 855-267-3837 | [info@amplifyetfs.com](mailto:info@amplifyetfs.com)

**EASI** ETF



# Important Disclosures

*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 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 by calling 855-267-3837, or by visiting [AmplifyETFs.com](https://www.amplifyetfs.com).*

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



# Important Disclosures

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. The Fund is passively managed, and invests in the securities included in the Index regardless of their investment merit. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. The Fund invests in equity securities. The value of the Shares will fluctuate with changes in the value of these equity securities. The Fund invests in ETFs. The risks of owning an ETF, including lack of liquidity, could result in it being more volatile, and ETFs have management fees that increase their costs. High portfolio turnover (higher than 100%) may cause the Fund to incur additional transaction costs which may affect the Fund's performance. Holders of fixed-income securities will be affected by changes in interest rates, the creditworthiness of the issuer and other factors. An increase in prevailing interest rates typically causes the value of existing debt securities to fall and often has a greater impact on longer-duration debt securities and higher quality debt securities.

The EASI Tactical Growth Index is a rules-based index that was created and is maintained by EASI Investments, LLC ("EASI Investments" or the "Index Provider"). The Index uses a methodology designed to optimize risk-adjusted returns by tactically rotating between exposure to growth stocks and fixed-income securities so as to take advantage of the investment returns provided during periods of upward momentum, while seeking lower volatility during periods of momentum loss. EASI Investments is not affiliated with the Fund, Adviser, Sub-Adviser or the Distributor. The Fund is entitled to use the Index pursuant to a sublicensing arrangement with the Adviser, which in turn has a licensing agreement with the Index Provider. It is not possible to directly invest in an index.

Amplify Investments LLC is the Investment Adviser to the Fund, and Penserra Capital Management, LLC serves as the Investment Sub-Adviser.

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