



## **Amplify ETFs Launches Amplify Advanced Battery Metals and Materials ETF**

**(NYSE Arca: BATT)**

***Lithium, Cobalt, Nickel, Manganese and Graphite exposure through publicly-traded companies***

**Chicago, Illinois — (June 6, 2018) —** [Amplify ETFs](#) announces the launch of the Amplify Advanced Battery Metals and Materials ETF (NYSE Arca: BATT), a professionally managed ETF that seeks to provide exposure to Lithium, Cobalt, Nickel, Manganese and Graphite via publicly-traded stocks.

Companies in the portfolio are principally engaged in the business of mining, exploration, production, processing or recycling of advanced battery metals and materials. BATT constituents must derive 50% or more of their revenue, or be in the top five and have at least 10% of global market share, of any advanced battery material.

“The recent boom in battery-powered electric vehicles, smart devices and large-scale energy storage solutions may be the tip of the iceberg for this investment opportunity,” asserts Christian Magoon, CEO of Amplify ETFs. “As the demand and science behind efficient battery solutions matures, BATT’s actively managed approach across multiple metals and materials will seek to adapt the fund’s holdings in order to optimize investment exposure to this dynamic space.”

Amplify, which has successfully introduced other first-to-market ETFs that capture future-focused segments of the economy, believes the global battery market will experience growing demand due to the growth of robotics, electric vehicles, artificial intelligence, smart devices and clean energy technology. In addition, the constrained and geographically concentrated supply of battery metals and materials suggests positive movement in prices for these essential building blocks.

“We see a significant opportunity to capitalize on segments of an industry where we are in the early stages of growth. Batteries aren’t just about lithium anymore; investors may need to own a broader basket of metals and materials to best capture the future growth potential associated with the battery market,” Magoon explains.

BATT will be co-managed by the Fund’s sub-advisers, Toroso Investments, LLC and Exponential ETFs. For more information on BATT, go to [BATTETF.com](http://BATTETF.com).

### **About Amplify ETFs**

Amplify ETFs, sponsored by Amplify Investments, has over \$750 million in assets across ETFs for which it is Adviser or Sub-Adviser (as of 5/31/2018). Amplify believes the ETF structure empowers investors through efficiency, transparency and flexibility. Using those benefits as a foundation, Amplify seeks to build ETFs powered by investment strategies from leading index providers and asset managers within unique market segments. Amplify is also the sponsor of YieldShares, a brand of income-oriented ETFs.

### **Sales Contact:**

Amplify ETFs  
855- 267-3837  
[info@amplifyetfs.com](mailto:info@amplifyetfs.com)

or

**Media Contact:**

Gregory FCA for Amplify ETFs

Amy Lash

610-228-2806

[amyl@gregoryfca.com](mailto:amyl@gregoryfca.com)

---

*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](http://AmplifyETFs.com). Read the prospectus carefully before investing.*

Investing involves risk, including the possible loss of principal. The Fund is subject to management risk because it is actively managed. 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. A portfolio concentrated in a single industry, such as advance battery metals and materials, makes it vulnerable to factors affecting the companies. The Fund may face more risks than if it were diversified broadly over numerous industries or sectors. The Fund has become more susceptible to potential operational risks through breaches in cyber security. The Fund will invest in securities that are issued by and/or have exposure to, companies primarily involved in the metals and mining industry. Investments in metals and mining companies may be speculative and subject to greater price volatility than investments in other types of companies. The exploration and development of metals involves significant financial risks over a significant period of time, which even a combination of careful evaluation, experience and knowledge may not eliminate. Rare earth metals have more specialized uses and are often more difficult to extract. The increased demand for these metals has strained supply, which could adversely affect the companies in the Fund's portfolio. Some of the companies in which the Fund will invest are engaged in other lines of business unrelated to the mining, refining and/or manufacturing of metals and these lines of business could adversely affect their operating results. The Fund's assets will be concentrated in the materials sector, which means the Fund will be more affected by the performance of the materials sector than a fund that is more diversified. The Fund currently has fewer assets than larger funds, and like other relatively new funds, large inflows and outflows may impact the Fund's market exposure for limited periods of time. The Fund will invest in the securities of non-U.S. companies. Investments in emerging market issuers are subject to a greater risk of loss than investments in issuers located or operating in more developed markets. The mining, refining and/or manufacturing of metals may be significantly affected by regulatory action and changes in governments. Small and/or mid-capitalization companies may be more vulnerable to adverse general market or economic developments.

Amplify Investments LLC is the Investment Adviser to the Fund, and Toroso Investments, LLC and Exponential ETFs serve as the Investment Sub-Advisers.

Amplify ETFs are distributed by Quasar Distributors LLC