

As of 1/31/2025

COMMENTARY

Risk assets, like the equity and fixed income markets, dislike uncertainty as it introduces greater variability to the inputs for valuations, corporate guidance and interest rate outlooks. With the changing administration in the White House and an FOMC that has left the door open to many possibilities in 2025, it's clear why markets started the year on the back foot. Presidential tweets that threaten tariffs – a hallmark of Trump's first term – only added to the uncertainty for investors. By mid-January the S&P 500 was struggling to stay positive and the VIX was flirting with elevated levels near 20. Eventually the appetite for risk returned and the S&P 500 rallied back from mid-month losses to finish the month higher. The VIX headed lower, and investors turned their attention to Q4 corporate earnings along with many companies providing their first glimpse into guidance for 2025.

OVERALL MORNINGSTAR™ RATING



*Based on risk adjusted returns among
77 funds in the Derivative Income
category (as of 12/31/24)*

During January, the Amplify CWP Enhanced Dividend Income ETF (DIVO) returned 4.87% while the benchmark, the S&P 500 Index, returned 2.78% and the CBOE S&P 500 BuyWrite Index (BXM) returned 2.20%. The Information Technology sector (+0.69%) was the biggest contributor to returns followed by Financials (+2.07%) and Health Care (+0.85%).¹ Materials (-0.11%) contributed the least to the return followed by Communication Services (+0.66%). Positions that contributed most significantly included IBM (IBM), Goldman Sachs (GS) and Apple (AAPL) while Freeport-McMoRan (FCX) and Honeywell (HON) were among the biggest detractors. Last month shares of UnitedHealth weighed heavily on the Health Care sector as well as the returns in DIVO. The situation continues to be closely monitored and shares of UnitedHealth, while not back to the highs of early December, rebounded and were a significant contributor to the strong performance of DIVO in January.

During the month Agnico Eagle Mines (AEM) was added back to the portfolio. AEM is a high-quality gold mining company that was in DIVO until April 2024, when it was called away after the price ran up. However, the pullback in early January created an attractive entry point to add AEM back into the Fund. The Fund's positions in American Express (AXP) and Apple (AAPL) were also added to while Merck (MRK) was trimmed. From a sector perspective, the Fund maintained an overweight to Financials and underweight to Information Technology, as many of the companies in that sector don't meet the criteria to be included in the Fund.

From an option standpoint the increase in volatility created an opportunity to be more active in call writing with new calls sold during the month on Amgen (AMGN), Caterpillar (CAT), Freeport-McMoRan (FCX), JPMorgan (JPM), Microsoft (MSFT), Merck (MRK), TJX Companies (TJX) and Visa (V).

At the end of the month, the portfolio held a total of eight covered calls² and approximately 26.3% of the portfolio was covered.

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 most recent month-end performance, visit DIVOETF.com.

YIELD

Distribution Frequency: **Monthly**

Distribution Rate: **4.81%**

30-Day SEC Yield: **1.75%**

Distribution Rate is the normalized current distribution (annualized) over NAV per share. **Distributions have been classified as a return of capital and may be comprised of option premiums, dividends, capital gains, and interest payments.** As of the most recent distribution, 74% was estimated to be return of capital. See [Form 19\(a\)-1](#). There is no guarantee the ETF will pay a distribution. **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.

PERFORMANCE

MONTH END AS OF 1/31/2025	CUMULATIVE (%)			ANNUALIZED (%)			
	1 Mo.	YTD	Since Inception	1 Yr.	3 Yr.	5 Yr.	Since Inception
NAV	4.87%	4.87%	159.07%	19.70%	9.54%	12.54%	12.42%
Closing Price	4.82%	4.82%	159.07%	19.81%	9.49%	12.53%	12.42%
S&P 500 TR Index	2.78%	2.78%	205.94%	26.38%	11.91%	15.17%	14.74%
CBOE S&P 500 BuyWrite Index	2.20%	2.20%	76.31%	20.63%	7.66%	7.59%	7.22%
QUARTER END AS OF 12/31/2024	CUMULATIVE (%)			ANNUALIZED (%)			
	1 Mo.	YTD	Since Inception	1 Yr.	3 Yr.	5 Yr.	Since Inception
NAV	-4.95%	16.19%	147.05%	16.19%	6.99%	11.22%	11.89%
Closing Price	-5.12%	16.21%	147.17%	16.21%	6.98%	11.10%	11.90%
S&P 500 TR Index	-2.38%	25.02%	197.65%	25.02%	8.94%	14.53%	14.51%
CBOE S&P 500 BuyWrite Index	2.22%	20.12%	72.52%	20.12%	5.99%	6.88%	7.01%

Fund inception date: 12/13/2016. *DIVO's total expense ratio is 0.56%. 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 most recent month-end performance, visit [AmplifyETFs.com/DIVO](#). 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.*

SECTORS

	% Wt.
Financials	24.90%
Industrials	14.48%
Information Technology	14.05%
Health Care	13.01%
Consumer Discretionary	12.09%
Communication Services	7.80%
Consumer Staples	4.40%
Materials	3.86%
Energy	3.17%
Utilities	2.24%

TOP 10 HOLDINGS

Ticker	Name	% Wt.
UNH	UnitedHealth Group	5.71%
CAT	Caterpillar	5.15%
AMGN	Amgen	5.09%
CME	CME Group	5.03%
AXP	American Express	5.01%
HD	Home Depot	5.01%
MSFT	Microsoft	5.01%
HON	Honeywell International	4.99%
V	Visa	4.97%
IBM	International Business Machines	4.62%

All data as of 1/31/2025. Subject to change at any time. Fund holdings should not be considered recommendations to buy or sell any security. [View Current Complete Holdings](#).

Index Definitions: All indexes are unmanaged and it's not possible to invest directly in an index. **S&P 500 Total Return Index**—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 does not include fees or expenses. **CBOE S&P 500 BuyWrite Index (BXM)**—tracks the performance of a hypothetical buy-write strategy on the S&P 500 Index. A “buy-write” strategy is generally one in which an investor buys a stock (or basket of stocks), and also writes covered calls that correspond to those holdings. **CBOE Volatility Index (VIX)** is a measure of implied volatility, based on the prices of a basket of S&P 500 Index options with 30 days to expiration. DIVO differs substantially from the S&P 500 Index and CBOE S&P 500 BuyWrite index, which are used for comparison purposes as widely recognized measures of U.S. stock market performance. While the returns of DIVO have exhibited positive (but varying) correlation to the indexes over time, DIVO may invest in different stocks and in different proportions than in the S&P 500 index and CBOE S&P 500 BuyWrite index.

¹All percentages shown indicate total return of the sector for the month. ²A covered call refers to a financial transaction in which the investor selling call options owns an equivalent amount of the underlying security.

THIS MATERIAL MUST BE PROCEDED OR ACCOMPANIED BY A [FUND PROSPECTUS](#). Read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. 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.

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Amplify Investments LLC serves as the investment adviser to the Fund. Capital Wealth Planning, LLC and Penserra Capital Management LLC each serve as investment sub-advisers to the Fund. Amplify ETFs are distributed by Foreside Fund Services, LLC.

The views expressed are those of the author, are as of the date indicated and may change based on market and other conditions.