



# ARKF

## ARK FINTECH INNOVATION ETF



ARK  
INVEST

ETFs

### WHY INVEST IN ARKF?



**Exposure to Innovation:** Aims for thematic multi-cap exposure to fintech innovations including mobile payments, digital wallets, peer-to-peer lending, blockchain technology, and risk transformation.



**Growth Potential:** Aims to capture long-term growth with low correlation of relative returns to traditional growth strategies and negative correlation to value strategies.



**Tool for Diversification:** Offers a tool for diversification due to little overlap with traditional indices. It can be a complement to traditional value/growth strategies.



**Grounded in Research:** Combines top-down and bottom-up research in its portfolio management to identify innovative fintech companies and convergence across markets.



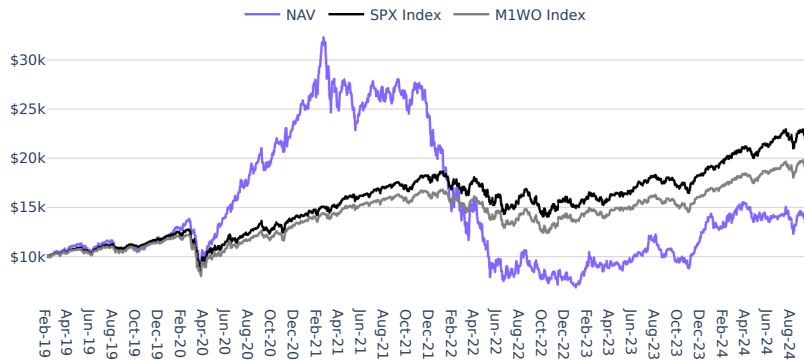
**Cost Effective:** Provides a lower cost alternative to mutual funds with true active management in an Exchange Traded Fund (ETF) that invests in rapidly moving themes.

### FUND DETAILS

As of September 30, 2024

Ticker	ARKF
Type	Active Equity ETF
CUSIP	00214Q708
ISIN	US00214Q7088
Primary Exchange	NYSE Arca
Inception Date	2019-02-04
Expense Ratio	0.75%
Fund AUM	\$876.9 Million
Advisor	ARK Investment Management LLC
Fund Distributor	Foreside Fund Services, LLC
Number of Holdings	35-55
Weighted Avg. Market Cap.	140 Billion
Median Market Cap.	28 Billion
Active Share (S&P500)	94%

### GROWTH OF 10,000 USD SINCE INCEPTION



The line graph represents the cumulative performance of a hypothetical \$10,000 investment. The returns are net of the ETF's expenses but do not reflect the payment of any brokerage commissions or brokerage costs incurred as a result of buying or selling fund shares and do not reflect the deduction of taxes to which an investor would be subject as a result of owning or selling shares of the fund. If they did, the returns would be lower than those shown.

### FUND PERFORMANCE

For periods ended September 30, 2024

	1 Month	3 Months	YTD	1 Year	3 Years	5 Years	Since Inception
● ARKF   NAV	5.40%	6.99%	8.13%	53.92%	-15.48%	7.11%	7.62%
● ARKF   Market Price	5.37%	7.04%	8.12%	54.03%	-15.46%	7.13%	7.62%
S&P 500 Index [SPX]	2.14%	5.89%	22.08%	36.35%	11.91%	15.98%	16.17%
MSCI World Index [M1WO]	1.83%	6.36%	18.86%	32.43%	9.08%	13.04%	13.14%

Past performance does not guarantee future results. The performance data quoted represents past performance and current returns may be lower or higher. The investment return and principal will fluctuate so that an investor's shares when redeemed may be worth more or less than the original cost. For the Fund's most recent month end performance, please visit [www.ark-funds.com](http://www.ark-funds.com) or call 1-800-679-7759. Returns for less than one year are not annualized. Net asset value ("NAV") returns are based on the dollar value of a single share of the ETF, calculated using the value of the underlying assets of the ETF minus its liabilities, divided by the number of shares outstanding. The NAV is typically calculated at 4:00 pm Eastern time on each business day the New York Stock Exchange is open for trading. Market returns are based on the trade price at which shares are bought and sold on the NYSE Arca, Inc. using the last share trade. Market performance does not represent the returns you would receive if you traded shares at other times. Total Return reflects reinvestment of distributions on ex-date for NAV returns and payment date for Market Price returns. The market price of the ETF's shares may differ significantly from their NAV during periods of market volatility.

### FUND OBJECTIVE

ARKF is an actively managed Exchange Traded Fund (ETF) that seeks long-term growth of capital. It seeks to achieve this investment objective by investing under normal circumstances primarily (at least 80% of its assets) in domestic and foreign equity securities of companies that are engaged in the Fund's investment theme of financial technology ("Fintech") innovation. The Adviser defines "Fintech innovation" as the introduction of a technologically enabled new product or service that potentially changes the way the financial sector works.

### TOP 10 HOLDINGS

As of September 30, 2024

	SECURITY NAME	WEIGHT
1	Shopify Inc	9.4%
2	Coinbase Global Inc	7.6%
3	Block Inc	6.1%
4	DraftKings Inc	5.6%
5	Robinhood Markets Inc	4.9%
6	ARK 21Shares Bitcoin ETF	4.6%
7	Toast Inc	4.5%
8	Adyen NV	4.1%
9	Roku Inc	3.9%
10	MercadoLibre Inc	3.6%
		<b>54.3%</b>

**Holdings are subject to change.** For current portfolio holdings please download "Fund Holdings" as a CSV or PDF at [ark-funds.com](http://ark-funds.com). Portfolio holdings should not be considered as investment advice or a recommendation to buy, sell or hold any particular security. The securities identified do not represent all of the securities purchased, sold or recommended for client accounts. It should not be assumed that an investment in the securities identified was or will be profitable.

### TECHNOLOGY BREAKDOWN

Digital Wallets	31.2%
Next Gen Cloud	23.0%
Intelligent Devices	20.9%
Neural Networks	9.6%
Cryptocurrencies	4.9%
Smart Contracts	3.4%

### MARKET CAPITALIZATION

Mega (\$100B+)	19.4%
Large (\$10 - \$100B)	62.0%
Medium (\$2 - \$10B)	16.0%
Small (\$300M - \$2B)	1.7%
Micro (\$50 - \$300M)	0.7%

### SECTOR BREAKDOWN

Financials	40.4%
Information Technology	21.1%
Communication Services	20.2%
Consumer Discretionary	11.7%

### GEOGRAPHIC BREAKDOWN

North America	79.2%
Western Europe	5.8%
South & Central America	5.6%
Africa / Middle East	4.2%
Asia Pacific	3.7%
Central Asia	1.5%

**Holdings are subject to change.** The Technology Breakdown is based on ARK's internal thematic research elements and portfolio company classification. Geographic Breakdown relates principally to the domicile of the issuers of the securities held in the ETF. Sector Breakdown is based on the Global Industry Classification Standard (GICS).

**Before investing you should carefully consider the Fund's investment objectives, risks, charges and expenses. This and other information is in the prospectus, a copy of which may be obtained by visiting [www.ark-funds.com](http://www.ark-funds.com). Please read the prospectus carefully before you invest.**

**The principal risks of investing in ARKF: Equity Securities Risk.** The value of the equity securities the Fund holds may fall due to general market and economic conditions. **Foreign Securities Risk.** Investments in the securities of foreign issuers involve risks beyond those associated with investments in U.S. securities. **Financial Technology Risk.** Companies that are developing financial technologies that seek to disrupt or displace established financial institutions generally face competition from much larger and more established firms. Fintech Innovation Companies may not be able to capitalize on their disruptive technologies if they face political and/or legal attacks from competitors, industry groups or local and national governments. A Fintech Innovation Company may not currently derive any revenue, and there is no assurance that such company will derive any revenue from innovative technologies in the future. Technology companies may have limited product lines, markets, financial resources or personnel. The products of technology companies may face rapid product obsolescence due to technological developments and frequent new product introduction, unpredictable changes in growth rates and competition for the services of qualified personnel. Blockchain technology is new and many of its uses may be untested. Blockchain and Digital commodities and their associated platforms are largely unregulated, and the regulatory environment is rapidly evolving. Because blockchain works by having every transaction build on every other transaction, participants can self-police any corruption, which can mitigate the need to depend on the current level of legal or government safeguards to monitor and control the flow of business transactions. As a result, companies engaged in such blockchain activities may be exposed to adverse regulatory action, fraudulent activity or even failure. Digital assets that are represented and trade on a blockchain may not necessarily benefit from viable trading markets. For other risks regarding the fund please see the prospectus. There can be no assurance that the ETF will achieve its investment objective. The ETF's portfolio is more volatile than broad market average. Shares of ARKF are bought and sold at market price (not NAV) and are not individually redeemed from the ETF. ETF shares may only be redeemed directly with the ETF at NAV by Authorized Participants, in very large creation units. There can be no guarantee that an active trading market for ETF shares will develop or be maintained, or that their listing will continue or remain unchanged. Buying or selling ETF shares on an exchange may require the payment of brokerage commissions and frequent trading may incur brokerage costs that detract significantly from investment returns.

**Index Descriptions: The S&P 500® Index** is a widely recognized capitalization-weighted index that measures the performance of the large-capitalization sector of the U.S. stock market. **The MSCI World Index** represents large and mid-cap equity performance across 23 developed markets countries. Returns shown for the MSCI World Index are net of foreign withholding taxes applicable to U.S. investors. Securities in the ETF's portfolio will not match those in any index. The ETF is benchmark agnostic and corresponding portfolios may have significant non-correlation to any index. Index returns are generally provided as an overall market indicator. You cannot invest directly in an index. Although reinvestment of dividend and interest payments is assumed, no expenses are netted against an index's returns. Index performance information was furnished by sources deemed reliable and is believed to be accurate, however, no warranty or representation is made as to the accuracy thereof and the information is subject to correction.

**Glossary: Active Share** is a measure of the percentage of stock holdings in a manager's portfolio that differ from the benchmark index. **Value Strategy:** Traditional value investing is an investment strategy where stocks are selected that trade for less than their intrinsic values. **Growth Strategy:** Traditional growth investing is an investment strategy that focuses on stocks, whose earnings are expected to grow at an above-average rate compared to its industry or the overall market. **Correlation:** The degree to which two strategies move in relation to each other.

Foreside Fund Services LLC, distributor.

NOT FDIC INSURED - NO BANK GUARANTEE - MAY LOSE VALUE

As of 9/30/24

## FUND FACTS

Ticker	IPAY®
CUSIP	032108656
Inception Date	7/15/2015
Primary Exchange	NYSE ARCA
Number of Holdings	35
Expense Ratio	0.75%

## INDEX

Index Name	Nasdaq CTA Global Digital Payments Index
Index Ticker	WALLET
Rebalance	Quarterly
Website	<a href="https://indexes.nasdaqomx.com">indexes.nasdaqomx.com</a>

## MARKET CAPITALIZATION

Large Cap (> \$10B)	71.78%
Mid Cap (\$2B - \$10B)	24.54%
Small Cap (< \$2B)	3.68%

## EMBRACE THE ERA OF DIGITAL AND ELECTRONIC PAYMENTS

IPAY® provides access to global companies involved in payments-related products and/or services including card networks, infrastructure & software, processors and solutions. IPAY seeks investment results that generally correspond (before fees and expenses) to the total return performance of the Nasdaq CTA Global Digital Payments Index.

## REASONS TO INVEST

- 1 Power of Digital Transactions:** Capitalizes on the transition taking place from cash/physical credit card payments to a mobile/digital system.
- 2 Streamline Transactions & Effortless Experience:** Benefits from the increasing use of smartphones, e-commerce and the need for hassle-free transacting.
- 3 Digital Growth Wave:** Global mobile payment market size was valued at \$2.98 trillion in 2023 and is projected to grow from \$3.84 trillion in 2024 to \$27.81 trillion by 2032, at CAGR of 28.1%.<sup>1</sup>

## TOP 10 HOLDINGS

TICKER	COMPANY	% WT.	TICKER	COMPANY	% WT.
PYPL	PayPal	6.50%	TOST	Toast	4.82%
AXP	American Express	6.11%	ADYEN NA	Adyen NV	4.69%
FI	Fiserv	6.05%	CPAY	Corpay	4.52%
MA	Mastercard	5.97%	FIS	Fidelity Nat'l Info Services	4.48%
V	Visa	5.84%	DFS	Discover Financial	4.43%

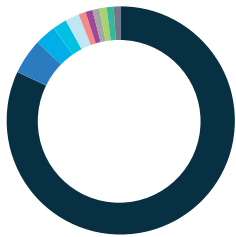
Holdings and allocations are subject to change at any time and should not be considered a recommendation to buy or sell a security.

## PERFORMANCE

	CUMULATIVE (%)			ANNUALIZED (%)			
	1 MO.	YTD	SINCE INCEPTION	1 YR.	3 YR.	5 YR.	SINCE INCEPTION
NAV	1.05%	12.49%	112.26%	33.55%	-8.24%	2.38%	8.51%
Closing Price	1.14%	12.65%	111.90%	33.83%	-8.21%	2.35%	8.49%
Nasdaq CTA Global Digital Payments Index	1.09%	11.62%	N/A	41.38%	N/A	N/A	N/A

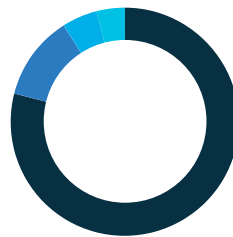
Fund inception date: 07/15/2015. The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their original cost and current performance may be lower or higher than the performance quoted. For performance data current to the most recent month-end visit [AmplifyETFs.com/IPAY](https://AmplifyETFs.com/IPAY). Brokerage commissions will reduce returns. A fund's NAV is the sum of all its assets less any liabilities, divided by the number of shares outstanding. The closing price or market price is the most recent price at which the fund was traded. Indexes are unmanaged and it's not possible to invest directly in an index. The Nasdaq CTA Global Digital Payments Index is designed to track the performance of a selection of companies engaged in the global digital payments industry.

## COUNTRY ALLOCATION



- United States (82.49%)
- Netherlands (4.71%)
- United Kingdom (3.42%)
- Italy (2.27%)
- Brazil (2.23%)
- Japan (1.43%)
- Australia (1.23%)
- France (0.86%)
- Puerto Rico (0.72%)
- Uruguay (0.33%)
- South Korea (0.30%)

## THEMATIC ALLOCATION



- Transaction & Payment Processing Services (79.00%)
- Consumer Finance (12.00%)
- Application Software (5.00%)
- Financial Exchanges & Data (4.00%)

**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](https://amplifyetfs.com). Read the prospectus carefully before investing.**

Prior to 1/29/24, the Amplify Digital Payments ETF was the ETFMG Prime Mobile Payments ETF that previously tracked the Prime Mobile Payments Index.

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. Mobile payment companies face intense competition, both domestically and

internationally, and are subject to increasing regulatory constraints, particularly with respect to fees, competition and anti-trust matters, cybersecurity and privacy. Mobile payment companies may be highly dependent on their ability to enter into agreements with merchants and other third parties to utilize a particular payment method, system, software or service, and such agreements may be subject to increased regulatory scrutiny. Additionally, certain mobile payment companies have recently faced increased costs related to class-action litigation challenging such agreements. Such factors may adversely affect the profitability and value of such companies. The Fund is non-diversified, meaning it may concentrate its assets in fewer individual holdings than a diversified fund. Investments in smaller companies tend to have limited liquidity and greater price volatility than large-capitalization companies. The Fund's return may not

match or achieve a high degree of correlation with the return of the 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. Diversification does not guarantee a profit, nor does it protect against a loss in a declining market.

Amplify Investments LLC is the Investment Adviser to the Fund, and Penserra Capital Management LLC serves as the Investment Sub-Adviser. Amplify ETFs are distributed by Foreside Fund Services, LLC.

<sup>1</sup>[www.fortunebusinessinsights.com/industry-reports/mobile-payment-market-100336](https://www.fortunebusinessinsights.com/industry-reports/mobile-payment-market-100336). CAGR, compound annual growth rate, calculated based on forecasted period 2024-2032.

**Not FDIC Insured | No Bank Guarantee | May Lose Value**