

IBUY

Amplify Online Retail ETF

Fund Description

IBUY tracks an index of global stocks issued by firms with revenues dominated by online retail sales. Stocks are equally weighted within two geographic buckets.

FactSet Analyst Report

IBUY offers straightforward and diversified equity exposure to global online retailers. The fund holds stock in firms with at least 70% of their revenues from online sales. Firms can be of any market cap subject to typical minimum size and liquidity constraints. US stocks receive a 75% minimum weight, foreign stocks receive the remainder. Stocks are equally weighted within the two geographic buckets. The equal weighting adds diversity and keeps giants like Amazon from dominating the basket, but also introduces a bias to smaller and possibly more risky firms. For foreign coverage, IBUY prefers ADRs and GDRs for developed market exposure and requires these stock substitutes for emerging market names. These constraints may help liquidity but reduce the universe of eligible foreign firms. The index is also rebalanced semi-annually. Overall, IBUY's targeted online coverage and methodology should be considered when investing in this fund.