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Bats Welcomes Amplify Investments as a New Issuer to the Bats ETF Marketplace

18 Issuers, 101 Funds Now Listed on Bats in the U.S.

KANSAS CITY and NEW YORK – September 21, 2016 – Bats Global Markets, Inc. (Bats: BATS), the #1 U.S. market for exchange-traded fund (ETF) trading, today welcomed Amplify Investments as a new issuer to the Bats ETF Marketplace with the launch of a new fund.

The new issue is the Amplify YieldShares Prime 5 Dividend ETF (Bats: PFV), which seeks investment results that generally correspond to the price and yield of the Prime 5 US Dividend ETF Index. Additional information is available at <http://www.amplifyetfs.com/>.

Laura Morrison, Senior Vice President, Global Head of Exchange-Traded Products, at Bats, said “We welcome the Amplify Investments team and the Amplify YieldShares Prime 5 Dividend ETF to the Bats ETF Marketplace and look forward to expanding upon our partnership in the near future.”

“With over 130 dividend ETFs in the marketplace, it is becoming increasingly difficult for investors to navigate the dividend ETF landscape,” said Christian Magoon, ETF industry veteran and CEO of Amplify Investments. “PFV is designed to make dividend investing easy.”

Bats executed 24.1% of U.S. ETF trading in August and has been the #1 U.S. market for ETF trading for every month of 2016. In addition, the company has won 26% of all new U.S. ETF listings this year, through August, vs 9% for all of 2015.

As of today, there are 18 issuers with a combined 101 ETFs listed in the U.S. on the Bats ETF Marketplace.

Additional information regarding listing and trading on the Bats ETF Marketplace is available on the Bats [website](#). ETF issuers interested in joining the many firms listing on Bats may email listings@bats.com.

About Bats Global Markets, Inc.

Bats Global Markets, Inc. (Bats: BATS) is a leading global operator of exchanges and services for financial markets, dedicated to Making Markets Better. Bats is the second-largest stock exchange operator in the U.S., operates the largest stock exchange and trade reporting facility in Europe, and the #1 market globally for ETF trading. We also operate growing ETF listings venues in the U.S. and Europe, two U.S. options exchanges and Bats Hotspot, our global foreign exchange market. Also, ETF.com, a leading provider of ETF news, data and analysis, is a wholly-owned subsidiary. The company is headquartered in Kansas City with offices in New



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