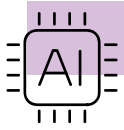


# Accessing the Backbone of the AI Revolution



The Artificial Intelligence (AI) revolution is expected to continue growing and evolving over the next decade, creating a long-term investment opportunity for companies that provide infrastructure for AI, creating opportunities for investors.

## AI DEMAND SEGMENTS, CATALYSTS & INVESTMENT THESIS

**Growing Demand for Generative AI:** Generative AI is expected to be a \$1.3 trillion market by 2032 up from about \$64 billion in 2023. As the revolutionary technology changes how businesses operate and enhance their products and services, generative AI could expand to 10-12% of total information-technology spending in such segments from less than 1% today.<sup>1</sup>

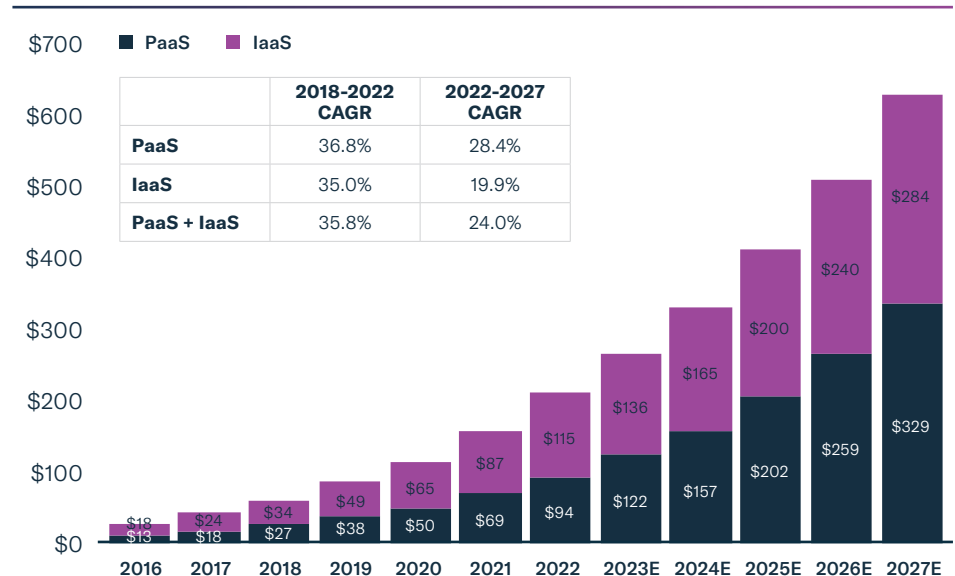
**Addressable Market Appears Ready To Expand:** Training foundational large language models (LLMs) is still the biggest driver of incremental revenue for generative AI, yet traction with GitHub Copilot and growing interest in new apps like Perplexity for consumer search and Sora for prompt-based video generation may continue to expand the addressable market.

**Specialized Hardware for AI:** Companies are developing specialized hardware for AI, such as graphics processing units (GPUs), tensor processing units (TPUs), and field-programmable gate arrays (FPGAs), which are in high demand and require multiple components.

**Increasing Adoption of Cloud-Based AI:** Cloud providers are investing heavily in AI infrastructure, creating a growing market for IaaS and PaaS offerings.

**Picks & Shovels of AI:** AI Value Chain companies tend to be less volatile than the AI application companies themselves, as they are providing essential infrastructure and services that are necessary for the technology to function.

## INFRASTRUCTURE-AS-A-SERVICE (IaaS) & PLATFORM-AS-A-SERVICE (PaaS) REVENUE FORECAST (\$ BILLION)



Source: Bloomberg Intelligence

The **Amplify Bloomberg AI Value Chain ETF (AIVC)** seeks to provide equal-weighted global exposure to companies poised to benefit from AI hardware, semiconductors, and cloud computing growth.

The index is powered by Bloomberg Intelligence (BI) Research, a renowned group of 400+ research professionals across 21 markets. The BI team utilizes proprietary research to evaluate data and trends for creating thematic index baskets.

These sectors are the backbone of the AI landscape, enabling the widespread adoption of AI solutions globally.

**FUND FACTS**

Ticker	AIVC
Fund Name	Amplify Bloomberg AI Value Chain ETF
Expense Ratio	0.59%
Index	Bloomberg AI Value Chain Index
Holdings	45

**SELECTION METHODOLOGY**



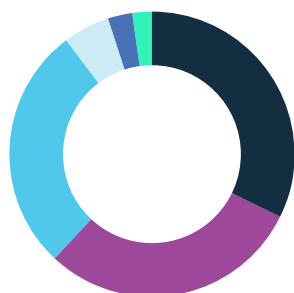
## TOP 3 HOLDINGS BY MARKET CAP FROM EACH AI VALUE CHAIN CATEGORY

Equal-weighted index approach to help manage over-exposure to Magnificent 7<sup>2</sup> technology stocks.

Theme Category	Company Name	Exposure Category	Weighting
Hardware	Apple Inc	Hardware	2.36%
	Samsung Electronics Co Ltd	Hardware	1.59%
	Arista Networks Inc	Hardware	2.59%
Semiconductors	Nvidia Corp	Hyperscaler	2.56%
	Broadcom Inc	Semiconductors	2.49%
	Taiwan Semiconductor Manufacturing Co Ltd	Semiconductors	2.39%
Cloud	Microsoft Corp	IaaS & PaaS	2.05%
	Alphabet Inc	IaaS & PaaS	1.98%
	Amazon.com Inc	IaaS & PaaS	2.17%

As of 10/21/24. Holdings subject to change.

## INDUSTRY ALLOCATIONS



- Software & Services (32.48%)
- Technology Hardware & Equipment (29.50%)
- Semiconductors & Semiconductor Equipment (27.81%)
- Consumer Discretionary Distribution & Retail (5.45%)
- Capital Goods (2.79%)
- Media & Entertainment (1.97%)

<sup>1</sup> Source Bloomberg Intelligence, "Assessing Opportunities and Disruptions in an Evolving Trillion-Dollar Market"

<sup>2</sup> Magnificent 7 consists of Alphabet, Amazon, Apple, Meta, Microsoft, Nvidia, and Tesla.

**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 prospectus, which may be obtained at AmplifyETFs.com. 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.

Investments concentrated in specific industries, sectors, markets, or asset classes may underperform or experience greater volatility than the general securities market.

Investments in artificial intelligence or cloud technology companies are exposed to risks such as small markets, technological obsolescence, and government regulation. These companies, especially smaller ones, are more volatile and susceptible to adverse events in specific regions or industries.

International investing entails risks related to foreign

currency, limited liquidity, less government regulation, and potential volatility from political, economic, or other developments, particularly in emerging markets and concentrated investments in single countries.

Investment Adviser: Amplify Investments LLC; Sub-Adviser: Penserra Capital Management LLC

Amplify ETFs are distributed by Foreside Fund Services, LLC.

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