AMPLIFY ETFs™

JUST LAUNCHED

BNAV

Amplify Fairlead Tactical Bitcoin ETF

Dynamic, Momentum-Driven Bitcoin Exposure

The Amplify Fairlead Tactical Bitcoin ETF (BNAV) seeks long-term capital appreciation by actively managing exposure to bitcoin. BNAV is designed to participate in bitcoin momentum while adapting to changing market conditions.

Reasons to Invest

Momentum-Driven Approach to Capturing Bitcoin Trends

BNAV leverages technical analysis and trend indicators to dynamically manage bitcoin exposure, bringing a disciplined approach to identifying bitcoin's market cycles.

Managed by a Widely Recognized Wall Street Technical Analyst

Utilizing a proprietary, signal-driven framework, BNAV is actively managed by Katie Stockton, Founder and Managing Partner of Fairlead Strategies, LLC and Fairlead Asset Management.

70%-150% Exposure Guided by Technical Signals

BNAV dynamically adjusts bitcoin exposure between 70% and 150% based on evolving market trends, increasing exposure during uptrends and scaling back as market conditions shift.

The Fund does not invest directly in bitcoin.

THE NEXT GENERATION BITCOIN ETF

BNAV is the first actively managed bitcoin ETF that dynamically adjusts exposure based on objective technical signals rather than maintaining a constant allocation, offering potentially stronger risk-adjusted returns than a buy-and-hold strategy.

Bitcoin ETF 1.0	Bitcoin ETF 2.0 (BNAV)
Owns bitcoin	Manages bitcoin exposure
100% allocation	~70% - 150% allocation
Passive	Momentum driven
Ride every drawdown	Designed to respond to changing trends
One-size-fits-all	Dynamic exposure

Ticker	BNAV
Launch Date	7/29/26
Primary Exchange	Cboe BZX
CUSIP	032108292
Total Expense Ratio	0.74%

Portfolio Management

Katie Stockton, CMT

Founder & Managing Partner, Fairlead Strategies, LLC & Fairlead Asset Management, LLC

FAIRLEAD ASSET MANAGEMENT

Katie Stockton, CMT (Chartered Market Technician) is Founder and Managing Partner of Fairlead Strategies, LLC, an independent research firm and investment advisor focused on technical analysis, and Fairlead Asset Management, LLC. Prior to forming Fairlead in 2018, Katie spent more than 20 years on Wall Street providing technical research and advice to institutional investors. As an official CNBC Contributor, Katie frequently shares her market perspectives with investors worldwide.

ACTIVELY MANAGED EXPOSURE

BNAV's strategy employs a rules-based tactical approach, toggling bitcoin exposure between ~70% and 150% of BNAV's net assets in an effort to participate more meaningfully when bitcoin is advancing and limit drawdowns when conditions are weakening.

CORE

ALWAYS-ON BASELINE

Maintains 70% bitcoin exposure at all times to participate in secular uptrends without over-trading.

LEVER

OPPORTUNISTIC OVERLAY

Adds leverage to reach up to 150% exposure when daily, weekly and monthly trend signals align.

DEFEND

AUTOMATED DE-RISK

Reverts to 70% core exposure when the long-term trend weakens, reducing exposure in bear cycles.

Target Exposure Range	**70%** CORE BASELINE	**150%** CORE BASELINE + OPPORTUNISTIC LEVERAGE OVERLAY

DYNAMIC, SIGNAL-DRIVEN FRAMEWORK

A proprietary, signal-driven framework evaluates trend conditions daily across short, intermediate, and long-term time horizons. These three independent timeframes must agree before the strategy adds leverage to increase exposure. Any single disagreement returns the portfolio to the 70% core exposure.

1 DAILY CONFIRM

SHORT-TERM MOMENTUM

Proprietary indicator confirms upward momentum and filters out intraday noise.

2 WEEKLY GATE

INTERMEDIATE TREND

Model validates intermediate-term trend strength beyond a short-term pop.

3 MONTHLY FILTER

LONG-TERM REGIME

Gauges are *not* both negative and falling, ensuring the long-term regime remains supportive.

1 + 2 + 3 When all three timeframes agree, exposure steps from **70% core** up to **150% levered**. The moment a qualifier is not met, the strategy automatically reverts to the baseline 70% exposure.

Carefully consider the Fund's investment objectives, risks, charges, and expenses before investing. This and other information can be found in the Fund's prospectus, which may be obtained at AmplifyETFs.com. Read the prospectus carefully before investing.

Investing involves risk and possible loss of principal. There is no guarantee the investment strategy will be successful. 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. Brokerage commissions will reduce returns. The Fund is considered to be non-diversified. The Fund is actively managed and its performance reflects the investment decisions that the Sub-Adviser makes for the Fund.

The Fund faces risks by investing in bitcoin through bitcoin ETP and bitcoin ETP Options as bitcoin is a new and highly speculative investment. The market for bitcoin is volatile and subject to rapid changes, regulatory actions, and numerous challenges to widespread adoption. Issues such as slow transaction processing, variable fees, and price volatility further increase these risks.

There is a lack of consensus regarding the regulation of digital assets, including bitcoin, and their markets. Trading in shares of a bitcoin ETP on U.S. securities exchanges may be halted due to market conditions or for reasons that, in the view of an exchange, make trading in shares of the bitcoin ETP inadvisable.

The Fund may use leverage to increase bitcoin exposure above 100% of the Fund's net assets, with total exposure of up to approximately 150%. Any exposure above 100% of the Fund's net assets is expected to be obtained primarily through the use of derivatives, including Bitcoin Futures Contracts and/or bitcoin ETP Options. The use of leverage may magnify gains and losses and may increase volatility relative to bitcoin.

The Fund may use FLEX Options, which can be less liquid than standardized options. This may make it difficult to close out FLEX Options positions at desired times and prices.

Investment Adviser: Amplify Investments LLC. Sub-Adviser: Fairlead Asset Management LLC.

Amplify ETFs are distributed by Foreside Fund Services, LLC.

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