

As of 12/31/23

FUND FACTS

Ticker	HACK
CUSIP	032108664
Inception Date	11/11/2014
Primary Exchange	NYSE ARCA
Number of Holdings	48
Expense Ratio	0.60%

INDEX

Index Name	ISE Cyber Security™ Index
Index Ticker	HXRXL
Rebalance	Quarterly
Website	indexes.nasdaqomx.com

MARKET CAPITALIZATION

Large Cap (> \$10B)	70.81%
Mid Cap (\$2B - \$10B)	26.48%
Small Cap (< \$2B)	2.71%

FIRST OF ITS KIND

First Cybersecurity ETF: Launched in 2014, HACK is the first cybersecurity ETF to provide a way to cost-effectively invest in companies within the growing cybersecurity industry.³

INVEST IN THE RISING DEMAND FOR ROBUST CYBER SECURITY

HACK is an exchange-traded fund (ETF) that tracks a portfolio of companies providing cybersecurity solutions that include hardware, software and services. HACK seeks investment results that generally correlate (before fees and expenses) to the total return performance of the Nasdaq ISE Cyber Security Select Index.

REASONS TO INVEST

- 1 Significant Growth Opportunity:** In 2023, the global cybersecurity market reached \$236.75 billion, and is projected to grow to \$506.79 billion by 2032.¹
- 2 Defense Spending on Cybersecurity has Grown Significantly:** The overall DoD proposed budget grew 3.2% for 2024 vs 2023 while Cyber spending (as part of that request) grew more than 15%.²
- 3 The Interconnected World:** The increasing interconnectedness of the world through technology has led to a rising demand for robust security measures.

TOP 10 HOLDINGS

TICKER	COMPANY	% WT.	TICKER	COMPANY	% WT.
OKTA	Okta Inc	4.74%	BA/LN	BAE Systems	4.48%
ZS	Zscaler Inc	4.70%	CHKP	Checkpoint Software Tech	4.39%
FTNT	Fortinet Inc	4.67%	CSCO	Cisco Systems Inc	4.38%
CRWD	Crowdstrike Holdings Inc	4.52%	GEN	Gen Digital Inc	4.33%
NET	Cloudflare Inc	4.52%	AKAM	Akamai Technologies Inc	4.29%

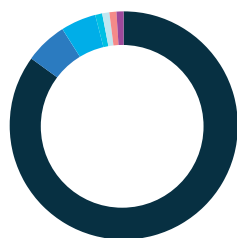
Holdings and allocations are subject to change at any time and should not be considered a recommendation to buy or sell a security.

PERFORMANCE

	CUMULATIVE (%)			ANNUALIZED (%)			
	1 MO.	YTD	SINCE INCEPTION	1 YR.	3 YR.	5 YR.	SINCE INCEPTION
NAV	6.59%	37.42%	151.97%	37.42%	1.91%	12.92%	10.64%
Closing Price	6.58%	37.44%	151.85%	37.44%	1.86%	13.01%	10.64%
ISE Cyber Security™ Index							

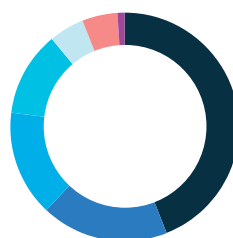
Fund inception date: 11/11/2014. The performance data quoted represents past performance. Past performance does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than their 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/HACK. 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.

COUNTRY ALLOCATION



- United States (86.66%)
- United Kingdom (5.77%)
- Israel (4.74%)
- Japan (1.28%)
- Canada (0.68%)
- Finland (0.12%)
- Germany (0.09%)

THEMATIC ALLOCATION



- Systems Software (43.90%)
- Internet Services & Infrastructure (17.62%)
- Research & Consulting Services (15.31%)
- Communications Equipment (11.60%)
- Application Software (5.49%)
- Aerospace & Defense (5.16%)
- IT Consulting & Other Services (0.26%)

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. Read the prospectus carefully before investing.

Prior to 1/29/24, the Amplify Cybersecurity ETF was the ETFMG Prime Cyber Security ETF that previously tracked the Prime Cyber Defense 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. Brokerage commissions will reduce returns. Narrowly focused investments typically exhibit higher volatility. The fund is concentrated in technology-related companies that face intense competition, both domestically and internationally, which may have an adverse effect on profit margins. Such companies may

have limited product lines, markets, financial resources or personnel. The products of such companies may face obsolescence due to rapid technological developments, frequent new product introduction, unpredictable changes in growth rates, competition for the services of qualified personnel, and competition from foreign competitors with lower production costs. Technology companies are heavily dependent on patent and intellectual property rights. The loss or impairment of these rights may adversely affect the profitability of these companies.

Investments in foreign securities involve political, economic and currency risks, greater volatility and differences in accounting methods. The Funds are non-diversified, meaning they 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. Diversification does not assure a profit or protect against a loss in a declining market. 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.

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

¹<https://www.expertmarketresearch.com/reports/industrial-cybersecurity-market>

²<https://federalbudgetiq.com/insights/dods-fy24-cyber-budget/>

³First-to-market claim is based on a review of industry data as of November 11, 2014. No information to the contrary has come to our attention. For more information or inquiries about this claim, please contact info@amplifyetfs.com

Not FDIC Insured | No Bank Guarantee | May Lose Value