

As of 10/23/24

FUND FACTS

| | |
|-----------------------|------------|
| Ticker | SMAP |
| CUSIP | 032108490 |
| Distribution Schedule | Quarterly |
| Inception Date | 10/23/2024 |
| Primary Exchange | NYSE ARCA |
| Number of Holdings | 53 |
| Expense Ratio | 0.60% |

PORTFOLIO MANAGEMENT

Christopher Faber
Curi RMB Capital, LLC

MARKET CAPITALIZATION

| | |
|-------------------------|--------|
| Small Cap (< \$15B) | 46.96% |
| Mid Cap (\$15B - \$40B) | 35.28% |
| Large Cap (> \$40B) | 17.76% |

ABOUT THE FUND

The Amplify Small-Mid Cap Equity ETF (SMAP) seeks to provide capital appreciation. SMAP is an actively managed strategy employing intensive fundamental and qualitative analysis to invest in high-quality small and mid-cap (SMID) growth and value equity securities.

REASONS TO INVEST

- High Quality Growth Potential:** Proprietary economic framework aims to identify high-quality SMID companies at all stages of their life cycle, with the opportunity to grow from small cap into mid-cap in an efficient and transparent ETF.
- Experienced Active Management:** With over 20+ years of institutional experience and a proven strategy track record, portfolio managers are poised to make timely decisions to capitalize on market inefficiencies in the SMID universe.
- Attractive Risk/Reward Profile:** Focused on high quality, our strategy aims to lower the inherent risks of index-based SMID investing, helping to smooth price movements and mitigate downturns.

TOP 10 HOLDINGS

| TICKER | COMPANY | % WT. | TICKER | COMPANY | % WT. |
|--------|---------------------------------|-------|--------|------------------------|-------|
| FICO | Fair Isaac Corp | 4.90% | CSL | Carlisle Cos Inc | 3.71% |
| CPRT | Copart Inc | 4.47% | EXP | Eagle Materials Inc | 3.54% |
| MPWR | Monolithic Power Systems Inc | 4.24% | NVR | NVR Inc | 3.04% |
| WSO | Watsco Inc | 4.14% | TYL | Tyler Technologies Inc | 2.93% |
| PNFP | Pinnacle Financial Partners Inc | 3.76% | DVN | Devon Energy Corp | 2.53% |

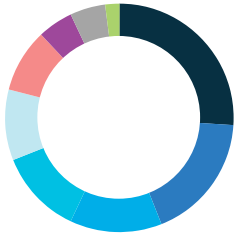
Holdings and allocations are subject to change at any time and should not be considered a recommendation to buy or sell a security.

PERFORMANCE

| | 1 MO. | CUMULATIVE (%) | | 1 YR. | ANNUALIZED (%) |
|---------------|-------|----------------|-----------------|-------|----------------|
| | | YTD | SINCE INCEPTION | | |
| Fund NAV | N/A | N/A | N/A | N/A | N/A |
| Closing Price | N/A | N/A | N/A | N/A | N/A |

Fund inception date: 10/23/2024. 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 please visit AmplifyETFs.com/SMAP. Brokerage commissions will reduce returns. 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.

SECTOR ALLOCATION



- Industrials (26.05%)
- Information Technology (18.09%)
- Financials (13.77%)
- Healthcare (12.05%)
- Materials (9.70%)
- Real Estate (8.57%)
- Consumer Discretionary (5.17%)
- Energy (4.58%)
- Consumer Staples (2.02%)

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](https://www.amplifyetfs.com). Read the prospectus carefully before investing.

Investing involves risk, including the possible loss of principal. The fund is new with limited operating history. You could lose money by investing in the Fund. There can be no assurance that the fund's investment objectives will be achieved. 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.

Investments in small and mid-cap companies may have limited liquidity and greater price volatility than large-capitalization companies.

Investment Adviser: Amplify Investments LLC; Sub-Advisers: Curi RMB Capital, LLC and Penserra Capital Management LLC. Amplify ETFs are distributed by Foreside Fund Services, LLC.

Not FDIC Insured | No Bank Guarantee | May Lose Value