

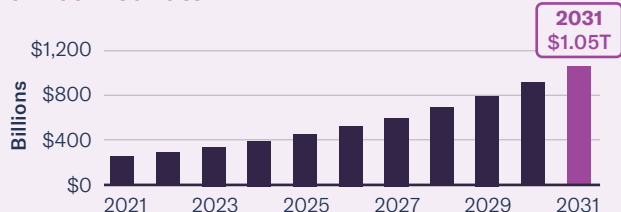
Cybersecurity: Protecting Data, Powering Growth



WHY CYBERSECURITY NOW?

The urgency for robust cybersecurity solutions has never been greater.

Global cybersecurity spending is projected to reach **\$1.05 trillion by 2031**, growing at a **15% annualized rate**.¹



Cybercrime costs are forecast to climb from **\$10.5 trillion annually in 2025** to **\$15.63 trillion by 2029**.²



Drivers of demand include Internet of Things (IoT) expansion, cloud migration, AI-powered threats and defenses, regulatory mandates, and remote work—all fueling unprecedented need for robust security solutions.



AI & Generative AI

Both accelerate attacks & enable more advanced defenses.



Cloud migration

Widens the attack surface & demands new security strategies.



Remote work

Expands risk, making secure access and endpoint protection a must.



Regulatory Tailwinds

SEC, Department of Defense (DoD), & global mandates require increased spending.



IoT & Digital Transformation

More devices, more risk, more need for protection.

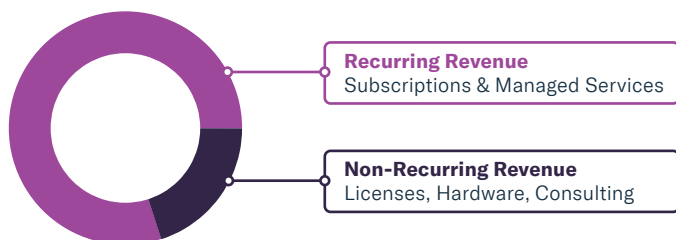


Rising Threats

Surging in scale and sophistication, driving costs to record highs.

Resilient Revenue Models³

Cybersecurity companies generate 75–85% of revenue from recurring sources (subscriptions & managed services), providing utility-like cash flows even in volatile markets.



Security is a must-have budget line worldwide, with industry-leading retention and net expansion driving long-term value.

The Future Threat Landscape⁴

Attacks are faster and smarter: average breakout time is 48 minutes, with AI enabling both attackers and defenders.



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Vishing (voice phishing) up 442% in 2024; 79% of attacks are now malware-free.



Regulatory mandates are rapidly reshaping cybersecurity strategy, demanding faster action and deeper investment.

Understanding Cybersecurity’s Role in Modern Portfolios

Cybersecurity is more than a tech trend—it’s a necessity. As digital threats rise and regulations tighten, demand for protection is surging. Adding cybersecurity exposure may help strengthen and diversify your portfolio.

Specialized Tech Sector
Focused on cybersecurity, supported by steady corporate investment and less sensitive to economic cycles.

Distinct Market Behavior
May offer diversification, historically behaving differently than traditional tech or growth stocks.

Resilient Demand
Cybersecurity spending has remained strong even during tech slowdowns or economic uncertainty.


Volatility Opportunity
In times of geopolitical tension or increased cyber threats, cybersecurity stocks may outperform broader tech.

Amplify Cybersecurity ETF (HACK) – Tactical Growth with Defensive Resilience

- **Growth Potential:** Cybersecurity is a fast-growing industry, with spending and demand historically rising every year.
- **Diversification:** HACK ETF holds 24 global companies, spreading your investment across leaders in the cybersecurity field such as Broadcom (Portfolio holding weight: 9.05%), Cisco (6.06%), CrowdStrike (6.05%), Palo Alto Networks (5.79%), and General Dynamics (5.14%)—all in a single trade.⁵
- **Performance:** Since launching in 2014, HACK has delivered strong returns, with a **cumulative since inception** return of **262.45%** as of 9/30/25.

	1 YR.	3 YR.	5 YR.	10 YR.	SINCE INCEPTION 11/10/14
NAV	27.12%	26.23%	13.48%	13.62%	12.56%
Closing Price	27.22%	26.23%	13.48%	13.63%	12.56%

Total Expense Ratio: 0.60%. **The performance data quoted (as of 9/30/25) represents past performance and does not guarantee future results. 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 the original cost. Current performance may be lower or higher than the performance quoted. For most recent month end performance, visit hacketf.com. Brokerage commissions will reduce returns. NAV is the sum of all its assets less any liabilities, divided by the number of shares outstanding. The closing price is the last price at which the fund traded.**



Amplify Cybersecurity ETF

Explore HACK ETF as a strategic addition to your portfolio.

For more information, visit HACKETF.COM

1 einnews.com/pr_news/807326191/global-cybersecurity-market-to-reach-1-trillion-annually-by-2031 2 vikingcloud.com/blog/cybersecurity-statistics#1 3 Amplify research based on the following resources--Mordor Intelligence, Finro Financial Consulting, Best Growth Stocks, First Analysis, High Alpha & OpenView SaaS Benchmarks Reports (2024–2025).4 CrowdStrike Global Threat Report, 2025 5 Fund holdings as of 9/30/25, are subject to change at any time and should not be considered recommendations to buy or sell any security.

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.

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.

Cybersecurity companies are concentrated in the technology sector, which can be

volatile and face intense competition, rapid innovation, and reliance on intellectual property. Foreign investments carry political, economic, and currency risks. The fund is non-diversified and may hold smaller companies with limited liquidity and higher volatility. Performance may differ from the index, and sampling can lead to tracking error.

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.

Not FDIC Insured | No Bank Guarantee | May Lose Value

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