

Ethereum Growth Catalysts



Ethereum is the world's most widely used programmable blockchain, serving as the infrastructure layer for decentralized applications (dApps), smart contracts, and digital assets. It can serve as the foundation of a decentralized digital economy.

Ether (ETH) is the native cryptocurrency of Ethereum. Ether serves as "gas" to execute transactions and smart contracts on the Ethereum network. It powers all activity on Ethereum, making it a key digital asset with real utility.

Ether has enticing growth potential due to its status as a utility token (needed to use the Ethereum network), and an investment asset with scarcity value and upside potential.

Key Growth Drivers

Accelerating Institutional & Retail Adoption

Ethereum has experienced rapid adoption across both institutional and retail segments. With the launch of spot ETFs and growing integration into diversified portfolios and retirement accounts, ETH is gaining traction as a mainstream investment asset. Simultaneously, retail engagement continues to expand, as millions of users interact daily with Ethereum-powered applications—driving demand and reinforcing its role as the backbone of the decentralized economy.

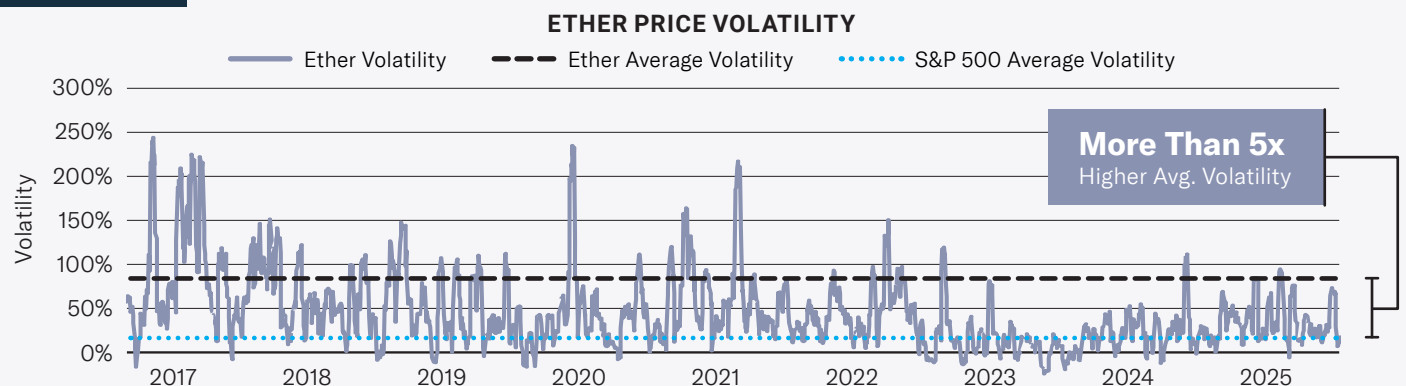
Expanding Corporate Treasury Reserves

Corporate treasuries and Digital Asset Treasury Companies (DATs) now hold over \$19 billion in ETH, signaling confidence in Ethereum as a strategic reserve asset.¹ ETH is increasingly used for staking, yield generation, and on-chain governance, making it a potentially productive treasury holding.

Continued Prominence in DeFi, Smart Contracts, Stablecoins & Autonomous AI Agents

Ethereum remains the dominant platform for DeFi (decentralized finance), hosting over 63% of total value locked (TVL) across lending, trading, and yield protocols. It supports the largest ecosystem of stablecoins, including USDC, USDT, DAI, GHO, and USDe—critical for payments, lending, and AI-driven transactions. Ethereum's smart contract standards are the backbone of Web3 innovation, enabling everything from tokenized assets to autonomous AI agents.

Volatility



Past performance is no guarantee of future results. 1/10/2017-8/31/2025 The S&P500 index tracks the performance of 500 leading US companies. The Bloomberg Ethereum Index is designed to measure the performance of a single Ether traded in USD. Volatility is the annualized standard deviation of the relative price change for the 10 most recent trading days closing price, expressed as a percentage.

Since 2017, **Ether has exhibited over five times the average volatility of the S&P 500**—creating opportunities for active management and call option strategies to generate income. We believe its pronounced price swings make it well-suited for covered call approaches, allowing investors to earn consistent income premiums while maintaining exposure to Ether's growth. Whether Ether trends upward, downward, or remains range-bound, investors may benefit from resilient income, transforming volatility into opportunity.

Ethereum is more than just a blockchain—it's the digital rails powering decentralized finance, providing programmable infrastructure that underpins a growing ecosystem of applications in the digital economy. With Ether as its fuel, Ethereum is enabling the next wave of innovation in finance, identity, AI, and ownership.

As with any digital asset, there are significant risks involved and the competition may find faster or cheaper alternatives. However, we believe Ethereum offers a rare combination of utility, scarcity, institutional validation, and technological leadership. As adoption accelerates across DeFi, tokenization, and Web3, **Ethereum is positioned to remain a dominant force—and Ether an attractive long-term asset.**



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Ethereum Income ETFs by Amplify

Amplify ETFs are at the forefront of deploying covered call strategies across a variety of asset classes and now EHY and ETTY offer investment approaches that are carefully designed to optimize income generation, manage risks, and provide Ether price exposure.

Discover more on how to help transform volatility into a strategic advantage.

EHY

Amplify Ethereum Max Income Covered Call ETF

Visit **EHY-ETF.com**

ETTY

Amplify Ethereum 3% Monthly Option Income ETF

Visit **ETTY-ETF.com**

The Funds do not invest directly in Ether. Ethereum ETPs are Ethereum exchange traded products.

ETTY: There is no guarantee the Fund will achieve the Target Option Premium in any given year. If the NAV of the Fund remains level or decreases during any one-year period, the annualized premium generated by the Fund may be significantly less than the Target Option Premium for that time period.

¹Corporations built 95% of their ETH treasuries in Q3, MSN.com ²Decentralized Finance Market Statistics 2025: TVL, Token Caps, CoinLaw

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://amplifyetfs.com). Read the prospectus carefully before investing.

Investing involves risk and possible loss of principal. There is no guarantee the investment strategies will be successful. The Funds are considered to be non-diversified. The Funds are actively managed and their performance reflects the investment decisions that the Adviser makes for the Funds. 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 Funds are exposed to significant risks through investments in Ether via Ether ETPs and Ether ETP Options. Ether is a highly speculative asset with a volatile market subject to rapid shifts, regulatory uncertainty, and adoption challenges. Issues such as slow transaction speeds, variable fees, and price swings amplify these risks.

Digital asset regulation remains unsettled, and trading of Ether ETP shares on U.S. exchanges may be halted due to market conditions or exchange discretion. Option prices are volatile and influenced

by the underlying asset, interest and currency rates, and expected volatility -all shaped by political and economic policies. FLEX Options may be less liquid than standardized options, making timely exits difficult.

Covered call strategies may limit upside potential while still exposing the Funds to downside risk. Covered puts can incur substantial losses if the underlying asset rises sharply, with premiums offering limited protection. Monthly distributions may include return of capital, which lowers the investor's cost basis and could result in higher future taxes upon sale -even if shares are sold at a loss.

Amplify ETFs are distributed by Foreside Fund Services, LLC.