

Why the growth of cybersecurity and blockchain technologies are key contributors to AI success.

## Top 2 AI Concerns of Global Decision Makers<sup>1</sup>:

Both are addressed through blockchain and cybersecurity solutions



Data Integrity & Security Risks



Lack of Transparency in AI behavior

### AI



Smart Computing Power



Vast Amounts of Data

### The Trifecta



New Profitable Solutions



Increased Trust & Usage

### Blockchain & Cybersecurity



Secured Data Sets



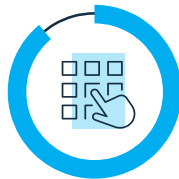
Protected Data Transactions

## Future Spending:



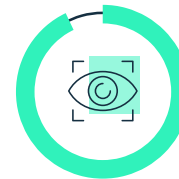
**76%**

of global decision-makers plan to invest in blockchain solutions in 2024.<sup>1</sup>



**89%**

of global decision-makers plan to invest in AI in 2024.<sup>1</sup>



**93%**

of organizations expect to increase cybersecurity spending over the next year.<sup>2</sup>



## Blockchain

Provides immutable, decentralized, distributed & encrypted data storage and transfer

**\$1.4 Trillion** | **87.7% CAGR<sup>3</sup>**

Market size by 2030<sup>4</sup>

Addressing issues in AI training, regulation, data transfer, and auditability to aid in AI:



Data Safety



Increased Adoption



Trust



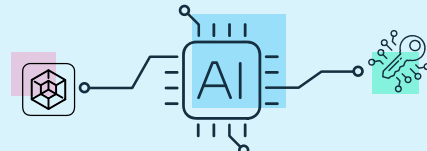
## AI

Uses machine learning to analyze, detect unusual patterns, generate material & make decisions using vast amounts of data

**\$1.8 Trillion**

Market size by 2030<sup>5</sup>

Blockchain and cybersecurity spending may grow to create safer, more trusted & effective AI



## Cybersecurity

Protects data privacy in an online world of AI & rising geo-political tensions

**\$500.7 Billion**

Market size by 2030<sup>6</sup>

Mandated & necessary business expense to protect info at scale



88% of cybersecurity professionals believe AI will be essential for efficient cybersecurity.<sup>7</sup>



50% of organizations already rely on AI-driven security tools.<sup>7</sup>

## BLOK

Amplify Transformational Data Sharing ETF

### First & Largest Actively Managed Blockchain Technology ETF<sup>8</sup>



Active-management approach for flexible, timely decisions to identify companies positioned to profit from blockchain technology.



Global equity portfolio of professionally-selected companies involved in blockchain technology.



Convenience and transparency: across the blockchain and crypto ecosystem without K-1 tax reporting.<sup>9</sup>

## HACK

Amplify Cybersecurity ETF

### First Cybersecurity ETF<sup>8</sup>



Cybersecurity has become a necessary expense and is projected to grow to \$500.7 billion by 2030.<sup>6</sup>



Defense spending on cybersecurity is growing significantly.



The increasing interconnectedness of the world through technology has led to a rising demand for robust security measures.

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<sup>1</sup> <https://pages.casperlabs.io/hubfs/Casper-Labs-Exploring-Convergence-Between-Blockchain-AI-Report-PDF> <sup>2</sup> The CISO Report by Splunk, 2023. <sup>3</sup> CAGR is the compound annual growth rate. <sup>4</sup> Blockchain Technology Market Size & Growth Report, 2030 (grandviewresearch.com). <sup>5</sup> <https://www.statista.com/outlook/tmo/artificial-intelligence/worldwide>. <sup>6</sup> <https://www.grandviewresearch.com/industry-analysis/cyber-security-market> <sup>7</sup> Four generative AI cyber risks that keep CISOs up at night — and how to combat them - SiliconANGLE <sup>8</sup> Claims based on a review of industry data. No information to the contrary has come to our attention. For more information or inquiries about these claims, please contact [info@amplifyetfs.com](mailto:info@amplifyetfs.com) <sup>9</sup> K-1 is a federal tax document used to report the income, losses, and dividends of a business' or financial entity's partners or an S corporation's shareholders This information does not constitute, and should not be considered a substitute for, legal or tax advice.

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*BLOK: The Fund does not invest directly in blockchain technology, but invests in companies actively involved in the development and utilization of blockchain technology. BLOK is also comprised of companies that are partnering with and/or directly investing in companies that are actively engaged in this technology, as well as companies acting as members of multiple consortiums dedicated to this technology. Blockchain technology may never develop optimized transactional processes that lead to realized economic returns for any company in which the Fund invests. Such investments may be subject to the following risks: the technology is new and many of its uses may be untested; theft, loss or destruction; competing platforms and technologies; cybersecurity incidents; developmental risk; lack of liquid markets; possible manipulation of blockchain-based assets; lack of regulation; third party product defects or vulnerabilities; reliance on the Internet; and line of business risk.*

*HACK: 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 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.*

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