

The Market Is Broad. *Performance Often Isn't.*

Market returns may be broad, but the drivers of those returns often are not. Within many market segments, a small group of companies can account for a significant share of performance. Amplify Top 10™ ETFs are designed to cut through the noise by focusing on high-conviction companies driving opportunity within a specific market segment.



The Leaders Have Tended to Matter More

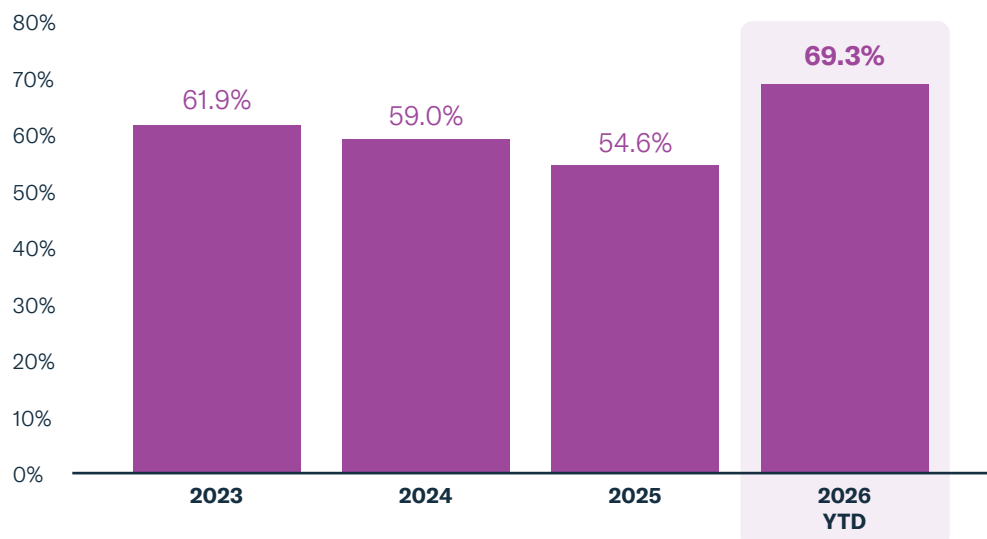
Market leadership has tended to concentrate. Over time, a small group of companies have often driven a disproportionate share of growth and returns.

10 Stocks Have Done Most Of The Heavy Lifting

A Few Companies Can Have an Outsized Influence

Over the past several years, 10 stocks in the S&P 500 Index have generated the majority of returns. As market leadership has become increasingly concentrated, a handful of companies have played an outsized role in driving performance.

10 STOCKS GENERATED THE MAJORITY OF S&P 500 GAINS



**SMALL GROUP.
BIG IMPACT.**

10 STOCKS
GENERATED
~69%
OF S&P 500 INDEX GAINS
YTD IN 2026

Sources: S&P and Amplify ETFs data. For illustrative purposes only as of 6/30/26. Past performance is no guarantee of future results. Indexes are unmanaged and it's not possible to invest directly in an index. The S&P 500 Total Return Index is a market-cap-weighted index of the 500 largest U.S. publicly-traded companies.

Too Broad, Too Narrow, Or Just Right?



Owning Everything May Mean Owning Less of What Matters.

As market returns become more concentrated, broad diversification may dilute the influence of the companies driving performance.



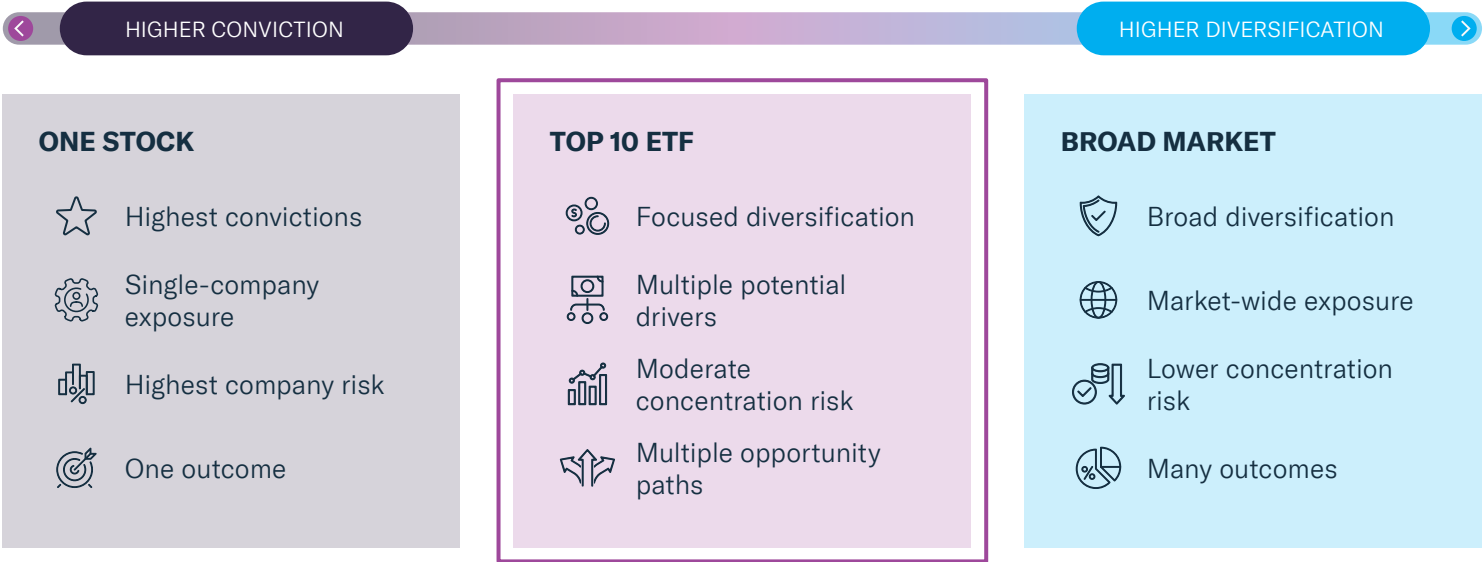
A Focused Approach May Offer a Middle Ground.

A portfolio of leading companies may provide meaningful exposure to market leaders while reducing reliance on any single stock.

There's More Than One Way To Invest

Where Does Your Strategy Fall on the Spectrum?

From a single stock to a broad market portfolio, every investment approach involves trade-offs. Some investors prioritize conviction. Others prioritize diversification. Top 10 ETFs offer a middle ground—providing focused exposure to multiple potential market leaders within a single portfolio.



Amplify Top 10™ ETF Difference

Focus on the Companies Driving Opportunities: Amplify Top 10™ ETFs are designed to cut through the noise by focusing on high-conviction companies driving opportunity within a specific market segment.



Focus on market leaders



Concentrated exposure without owning just one stock



Transparent portfolio construction



Less dilution from hundreds of peripheral holdings



Designed for markets where leadership narrows

Carefully consider the Funds' investment objectives, risk factors, charges, and expenses before investing. This and additional information can be found in Amplify Funds statutory and summary prospectus, which may be obtained at AmplifyETFs.com. Read the prospectus carefully before investing.

Investing involves risk, including possible loss of principal. There can be no assurance that a Fund will achieve its investment objective. ETF shares are bought and sold at market price and may trade at a premium or discount to NAV. Brokerage commissions will reduce returns. The Funds are non-diversified, invest in a limited number of issuers, and may be more volatile than diversified funds. Because the Funds concentrate in specific sectors, themes, or industries, they may be more sensitive

to market, economic, regulatory, and company-specific risks. Investments in equity securities are subject to market risk, and thematic strategies may be affected by changes in technology, competition, innovation, and investor sentiment. Amplify ETFs are distributed by Foreside Fund Services, LLC.

Not FDIC Insured | No Bank Guarantee | May Lose Value