AMPLIFY ETFs™

# 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**

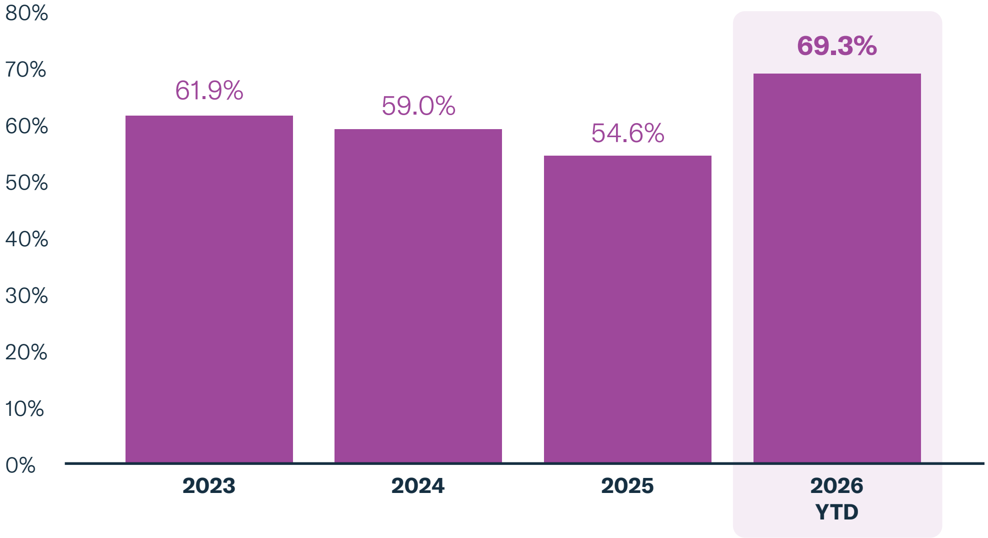
Market leadership has tended to concentrate. Over time, a small group of companies have often driven a disproportionate share of growth and returns.

## 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.

HIGHER CONVICTION ← → HIGHER DIVERSIFICATION

| ONE STOCK | TOP 10 ETF | BROAD MARKET |
|---|---|---|
| Highest convictions | Focused diversification | Broad diversification |
| Single-company exposure | Multiple potential drivers | Market-wide exposure |
| Highest company risk | Moderate concentration risk | Lower concentration risk |
| One outcome | Multiple opportunity paths | Many outcomes |

## 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



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