

# SMAP

## Amplify Small-Mid Cap Equity ETF

### Fund Description

SMAP is actively managed, targeting US small- to mid-cap stocks through an economic return framework that assesses key financial factors and incorporates ESG criteria. The fund aims to achieve capital appreciation

### FactSet Analyst Report

SMAP focuses on US small to mid-cap companies that the fund adviser determines to be high quality. It seeks capital appreciation through active management and a diversified strategy that spreads investments across various sectors to mitigate risk. By applying an economic return framework, the fund identifies attractively priced companies at all stages of the corporate lifecycle, assessing critical factors such as cash flow, capital investments, creditworthiness, and sales momentum. Additionally, SMAP incorporates Environmental, Social, and Governance (ESG) criteria into its investment process, evaluating factors like board diversity and sustainable practices that can significantly impact long-term value. The fund strives to maintain a balanced mix of growth and value stocks, with portfolio holdings adjusted regularly based on performance, valuations, and sector-related risks.

