

# Time-Tested Relative Strength ETF Strategies for Your Portfolio

## INVESTOR'S BUSINESS DAILY






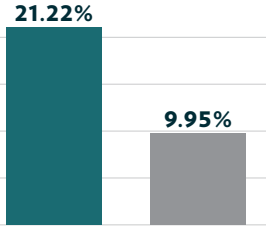
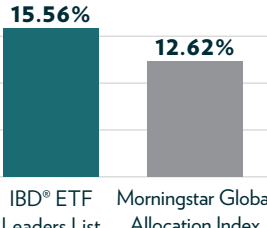
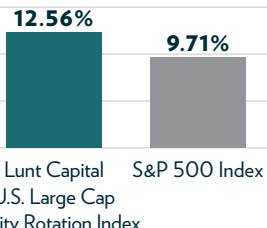
Formed in the 1980's by legendary investor William J. O'Neill, For the last three decades, Investor's Business Daily (IBD) has been publishing investable stock lists for everyday investors and advisors for over three decades and has built a remarkable track record. At the heart of IBD is its CAN SLIM® Methodology which heavily incorporates the use of relative strength in its methodology and is known for its frequent rebalancing.

## LUNT CAPITAL MANAGEMENT



Formed in 2001, Lunt Capital has provided tactical rotation strategies built on a unique approach to risk-adjusted relative strength. Its strategies encompass multiple asset classes, but their flagship strategy is simple, yet compelling, rotating between low-volatility and high-beta stocks on a monthly basis.

## RELATIVE STRENGTH ETFs

NAME	Innovator IBD® 50 ETF	Innovator IBD® ETF Leaders ETF	Innovator Lunt Low Vol/ High Beta Tactical ETF
TICKER	FFTY	LDRS	LVHB
ASSET ALLOCATION COVERAGE	Growth Stocks 	Global Stocks, Bonds, Cash & Alternatives 	U.S. Large Cap Stocks 
INDEX PROVIDER	Investor's Business Daily	Investor's Business Daily	Lunt Capital Management
STRATEGY	Select the 50 fastest growing stocks exhibiting high relative strength.	Select ETFs exhibiting highest relative strength, rotating across asset classes.	Select either 100 lowest volatility stocks or 100 high beta stocks in S&P 500 Index based on risk-adjusted relative strength
REBALANCE FREQUENCY	Weekly	Monthly	Monthly
PERFORMANCE SINCE STRATEGY LIVE DATES	 <p>IBD® 50 List: 21.22% S&amp;P 500 Index: 9.95%</p>	 <p>IBD® ETF Leaders List: 15.56% Morningstar Global Allocation Index: 12.62%</p>	 <p>Lunt Capital U.S. Large Cap Equity Rotation Index: 12.56% S&amp;P 500 Index: 9.71%</p>

Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold.

Source: Bloomberg LP and Investor's Business Daily as of March 31st, 2018.

NAME	Innovator IBD® 50 ETF	Innovator IBD® ETF Leaders ETF	Innovator Lunt Low Vol/ High Beta Tactical ETF
EXPENSE RATIO	0.80% <sup>1</sup>	0.60% + 0.50% = 1.10% <sup>2</sup>	0.49%
ETF INCEPTION	4/9/2015	12/21/2017	10/20/2016
INDEX	IBD® 50 Index	IBD® ETF Leaders Index	Lunt Capital US Large Cap Equity Rotation Index
STRATEGY LIVE DATE	April 11, 2003	February 1, 2016	December 29, 2014
STRATEGY COMPONENTS	8,000 U.S. listed stocks	All U.S. listed ETFs (U.S., international, emerging market equities & bonds, money market and alternatives) <sup>3</sup>	S&P 500 Low Volatility and S&P 500 High Beta Indexes
ADDITIONAL RESOURCES	<a href="http://www.innovatoretfs.com/FFTY">www.innovatoretfs.com/FFTY</a>	<a href="http://www.innovatoretfs.com/LDRS">www.innovatoretfs.com/LDRS</a>	<a href="http://www.innovatoretfs.com/LVHB">www.innovatoretfs.com/LVHB</a>

<sup>1</sup> The net expense ratio shown represents a contractual fee waiver in effect through 5/9/19

<sup>2</sup> As of 5/3/2018. The gross expense ratio is comprised of 0.60% management fees and 0.50% acquired fund fees

<sup>3</sup> Excludes all leveraged and inverse ETFs

### Important Risk Information

Investing involves risks. Principal loss is possible. The Fund's return may not match the return of the Index. Along with general market risks, an ETF that concentrates its investments in the securities of a particular industry, market, sector, or geographic area may be more volatile than a fund that invests in a broader range of industries. Additionally, the Fund may invest in securities that have additional risks. Foreign companies can be more volatile, less liquid, and subject to the risk of currency fluctuations. This risk is greater for emerging markets. Small- and mid-cap companies can have limited liquidity and greater volatility than large-cap companies. Also, ETFs face numerous market trading risks, including the potential lack of an active market for Fund shares, losses from trading in secondary markets, periods of high volatility and disruption in the creation/ redemption process of the Fund. Unlike mutual funds, ETFs may trade at a premium or discount to their net asset value. ETFs are bought and sold at market price and not individually redeemed from the fund. Brokerage commissions will reduce returns.``

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**The Fund's investment objectives, risks, charges and expenses should be considered before investing. The prospectus contains this and other important information, and it may be obtained at [innovatoretfs.com](http://innovatoretfs.com). Read it carefully before investing.**

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