

- > Single-ticket exposure to the IBD® 50
- > Fundamental and technical research
- > High conviction - selects top 50 growth stocks
- > Rebalanced weekly

## QUICK FACTS

Ticker	FFTY
Launch date	4/9/2015
Net expense ratio	0.80%
Gross expense ratio	1.13%
Exchange	NYSE
Market Value*	\$283.5MM

The expense ratio shown represents a contractual fee waiver in effect through 5/9/2019.

\*As of 12/31/2017

### WHERE DOES FFTY FIT IN MY PORTFOLIO?

Investable access to IBD® research

Highly selective U.S. growth exposure

Active mutual fund replacement

Smart beta ETF solution

The Innovator IBD® 50 ETF (FFTY) is the only ETF based on the Investor's Business Daily signature investing system - the IBD 50®. The IBD 50® methodology is based on legendary investor, and IBD® founder, William J. O'Neil's groundbreaking analysis which marries both fundamental and technical research to create a tactical, high conviction list of growth stocks.

## IBD'S TIME-TESTED INVESTING METHODOLOGY & TRACK RECORD

IBD® combines fundamentals and technicals to provide a more comprehensive investment selection approach. The time-tested combination results in IBD's familiar CAN SLIM® Investing System that many investors have grown accustomed to using for their investment decisions.



Through IBD's CAN SLIM® Investing System, the IBD® 50 holds companies that are generating outstanding profit growth, significant sales increases, wide profit margins and a high return on equity.



Although the CAN SLIM® market timing indicator has the ability to raise 50% cash, this is rare, and is triggered upon the occurrence of any of the market signals listed below:

### MOVING TO 50% IBD® 50 AND 50% CASH



1. Increase of year-over-year margin debt of at least 55% as reported by brokerages;
2. S&P 500\* more than tripling in value over a 5-year time period;
3. The average closing prices of the last 5 weeks of the S&P 500\* having a lower value than the average closing prices of the last 50 weeks of the S&P 500\*; or
4. Falling relative price performance of the S&P 500\* in relation to itself over an 89-week time period.

### MOVING BACK TO 100% IBD® 50



1. The value of the S&P 500\* declining by 50%;
2. The index price of the S&P 500\* being greater than its average monthly closing price over the last 6 months; or
3. The S&P 500's\* average price for the previous 10 weeks falls below its average price for the previous 50 weeks.

\* S&P 500 Price Return Index

## INVESTOR'S BUSINESS DAILY®

### CONTACT US

To learn more about IBD®, the IBD® 50 and FFTY, visit [innovatoretf.com/FFTY](http://innovatoretf.com/FFTY), call 800.208.5212 or email [info@innovatoretf.com](mailto:info@innovatoretf.com).

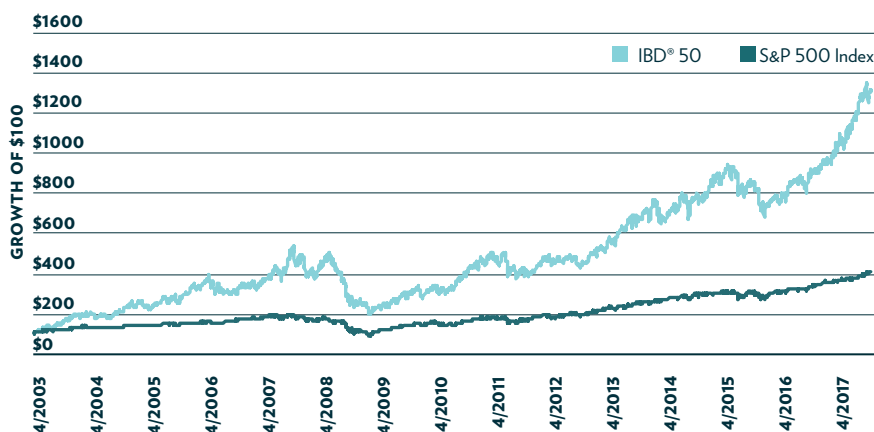


## IBD'S PROVEN TRACK RECORD

Since 1984, IBD® has been providing tools to help investors make better investing decisions. For nearly 15 years, IBD® has published the IBD® 50, delivering significant alpha against the S&P 500 Index. One cannot directly invest in an index.

## IBD® 50 VS. S&P 500 INDEX

as of 12/31/2017



## TRUST THE PROCESS - ADD CONVICTION TO YOUR PORTFOLIO

FFTY is different from most alpha-seeking ETFs and mutual funds because it seeks higher returns through a combination of high concentration (50 stocks from a universe of 8,000 securities) and a high conviction weighting scheme. Many alpha-seeking ETFs and mutual funds are closet indexed funds with minimal stock selection. By only investing in broad benchmark and actively-managed funds, investors are often creating significant overlap within their portfolios. Adding FFTY as a complement to your broad indexed or actively managed funds can provide diversification benefits.

<b>HIGH CONVICTION</b> Innovator IBD® 50 ETF
<b>BROAD BENCHMARK</b> Diversified indexed ETFs
<b>BROAD ACTIVELY MANAGED</b> Diversified actively managed funds

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 Innovator IBD® 50 ETF 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 must be considered carefully before investing. The prospectus contains this and other important information, and may be obtained by calling 800.208.5212 or visiting [innovatoretfs.com](http://innovatoretfs.com). Read it carefully before investing.

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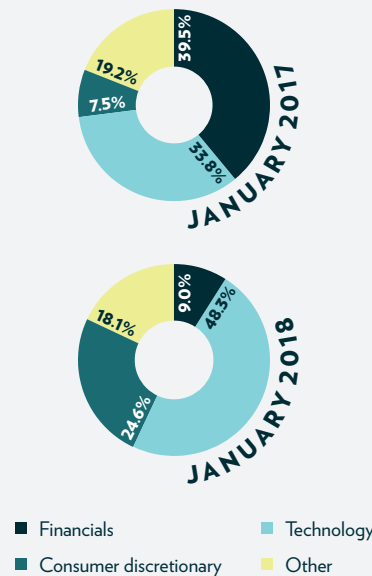
## TOP 10 FFTY HOLDINGS as of 12/31/2017

TICKER	NAME
1 HTHT	China Lodging Group Ltd
2 BABA	Alibaba Group Holding Ltd
3 THO	Thor Industries Inc
4 ANET	Arista Networks Inc
5 YYY	YY Inc
6 ALGN	Align Technology Inc
7 OLED	Universal Display Corp
8 WGO	Winnebago Industries Inc
9 FIVE	Five Below Inc
10 CTRL	Control4 Corp

Holdings are subject to change

## SECTOR WEIGHTS as of 12/31/2017

The Innovator IBD® 50 ETF does not have sector or industry constraints, allowing it to provide uninhibited exposure to the IBD® strategy.



Sector weights are subject to change