

- > 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*	\$138.5MM

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

*As of 10/25/2017

ABOUT INNOVATOR

Innovation is our hallmark and acts as a guide to our company's principles. Our passion is to provide investors with investment opportunities they never thought were possible. We are driven by our commitment to help people to better control their financial outcomes.

ABOUT IBD®

Founded in 1984, IBD® is a leading financial news and research organization whose mission is to help our customers make more money in the stock market.



CONTACT US

To learn more about IBD®, the IBD® 50 and FFTY, visit innovatoretfs.com/FFTY, call 800.208.5212 or email info@innovatoretfs.com.

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.

WHERE DOES FFTY FIT IN MY PORTFOLIO?



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.



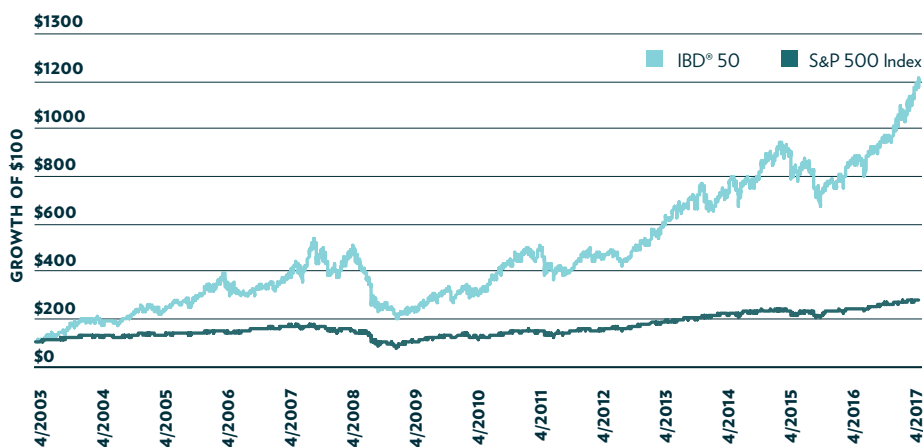
Through IBD's CAN SLIM® Investing System, the IBD® 50 holds companies that are generating outstanding profit growth, significant sales increases, wide profit margins and a high return on equity.



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



Source: Investor's Business Daily, data from April 30, 2003 - Sept. 30, 2017. IBD® 50 represents the conviction-weighted the IBD® stock list; S&P 500 Index is total return.

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.

HIGH CONVICTION
Innovator IBD® 50 ETF

BROAD BENCHMARK
Diversified indexed ETFs

BROAD ACTIVELY MANAGED
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 innovatoretf.com. Read it carefully before investing.

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TOP 10 FFFY HOLDINGS

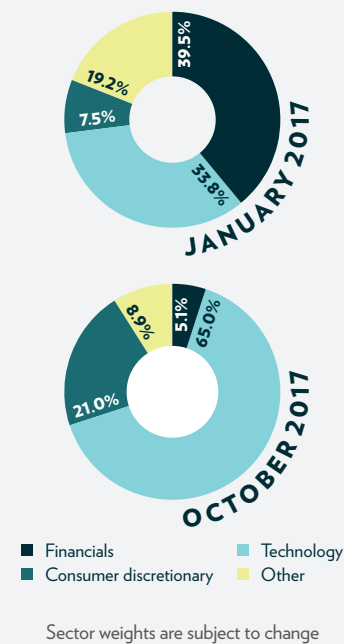
TICKER	NAME	as of 9/30/2017
1	LRCX	LAM RESEARCH CORP
2	TAL	TAL EDUCATION GROUP
3	NVDA	NVIDIA CORP
4	ANET	ARISTA NETWORKS INC
5	YY	YY INC
6	OLED	UNIVERSAL DISPLAY CORP
7	SINA	SINA CORP
8	HTHT	CHINA LODGING GROUP LTD
9	STMP	STAMPS.COM INC
10	AMAT	APPLIED MATERIALS INC

Holdings are subject to change

SECTOR WEIGHTS

as of 9/30/2017

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