




Innovator IBD[®] 50 ETF

AS OF SEPTEMBER 30, 2018

OVERVIEW

The Innovator IBD[®] 50 ETF seeks to provide exposure to the investment results of the IBD[®] 50 Index. IBD 50 is Investor's Business Daily's signature investing tool—targeting companies that are generating outstanding profit growth, big sales increases, wide profit margins and a high return on equity.

KEY POINTS

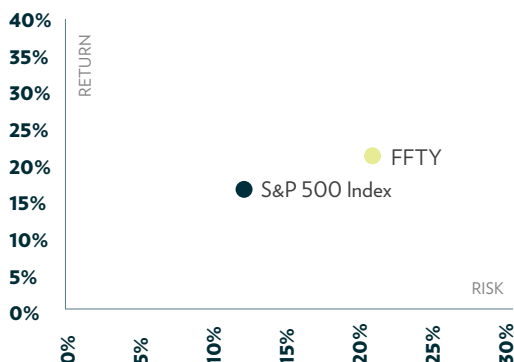
-  Convenient access to stocks that make up the IBD 50
-  Security selection driven by fundamental and technical indicators
-  Rebalanced weekly, with a higher weight in highest-ranked names

KEY FACTS

Symbol	FFTY
CUSIP	45782C102
Benchmark	IBD 50 Index (IBD50)
Net expense ratio	0.80%
Gross expense ratio	1.13%
Number of holdings	50
Exchange	NYSE Arca
Net assets	\$579.6M
Inception date	4/9/2015

The net expense ratio shown represents a contractual fee waiver in effect through 5/9/19.

1 YEAR RISK PROFILE

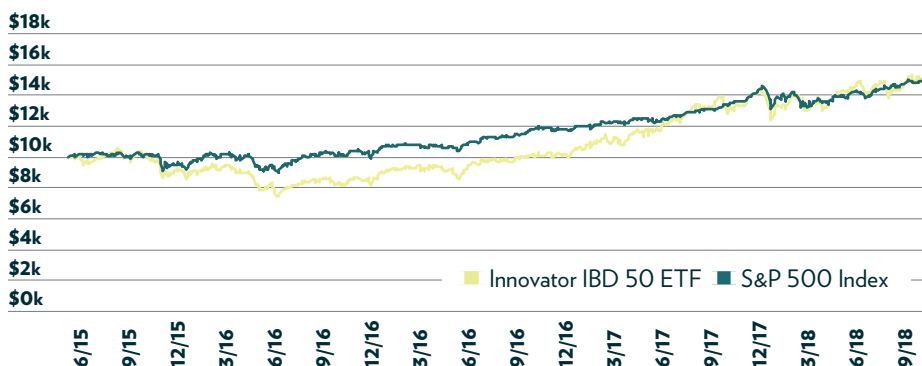


Risk is measured by standard deviation.

INDEX PROVIDER:

**INVESTOR'S
BUSINESS
DAILY[®]**

GROWTH OF \$10,000



Data is from 4/9/2015 to 9/30/2018. Growth of \$10,000 chart reflects a hypothetical \$10,000 investment and assumes reinvestment of dividends and capital gains. Fund expenses, including management fees and other expenses were deducted.

PERFORMANCE

	YTD	1yr	3yr	5yr	10yr	Inception
Innovator IBD 50 ETF (NAV)	15.76%	21.86%	20.74%	-	-	13.17%
Innovator IBD 50 ETF (Closing Price)	15.85%	21.73%	20.82%	-	-	13.22%
IBD [®] 50 Index	16.35%	-	-	-	-	-
S&P 500 Index	10.56%	17.91%	17.31%	-	-	12.46%

Data as of 9/30/2018. 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. Current performance may be higher or lower than that quoted. Visit innovatoretfs.com/FFTY for current month-end performance. One cannot invest directly in an index. FFTY's model-driven weekly rebalances will result in a significant turnover ratio. The fund began tracking the IBD[®] 50 Index on Nov 20, 2017. The index inception on 11/3/2017.

ANALYSIS

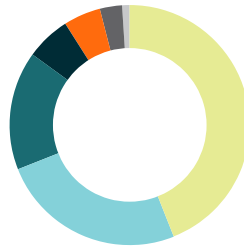
	St. Dev.	Beta	Return/Risk	Sharpe
Innovator IBD 50 ETF	19.22%	1.20	0.69	0.65
S&P 500 Index	12.61%	1.00	0.99	0.93

Since inception.

TOP 10 HOLDINGS

ABIOMED Inc	3.92%
World Wrestling Entertainment	3.61%
Veeva Systems Inc	3.51%
Five Below Inc	3.44%
Ligand Pharmaceuticals Inc	3.43%
Alarm.com Holdings Inc	3.40%
Paycom Software Inc	3.38%
GrubHub Inc	3.37%
Viper Energy Partners	3.34%
Netflix Inc	3.33%

SECTOR BREAKDOWN



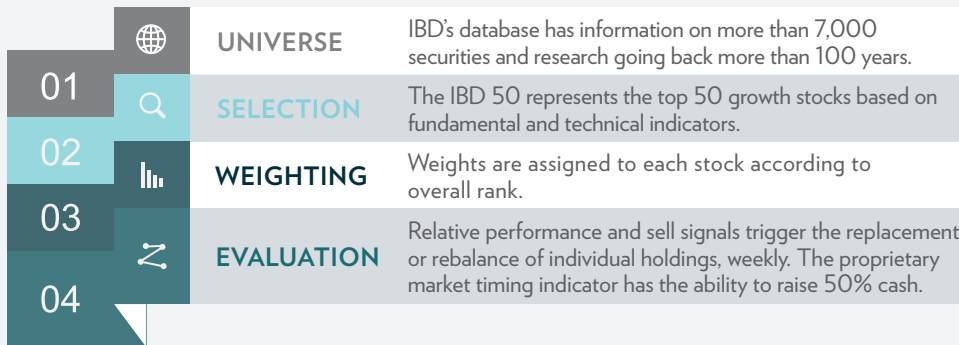
Information Technology	43.65%
Health Care	25.50%
Consumer Discretionary	16.70%
Financials	5.61%
Industrials	4.24%
Energy	3.34%
Materials	0.95%

COUNTRY WEIGHTS

United States	91.30%	Canada	1.97%
Australia	3.03%	Luxembourg	0.95%
China	2.75%		

Subject to change.

IBD 50 PROCESS



The S&P 500® Index is an unmanaged index considered representative of the U.S. stock market. IBD 50 refers to the 50 stocks included in the IBD 50 Index.

Standard Deviation is a measure of how spread out the prices or returns of asset are on average. Beta is a measure of volatility. Sharpe Ratio is a risk-adjusted measure calculated using standard deviation. Return/Risk is the relationship between the amount of return gained on an investment and the amount of risk undertaken in that investment.

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. Read it carefully before investing.

Innovator Capital Management, LLC is the advisor to the Innovator IBD® 50 ETF. Innovator ETFs are distributed by Foreside Fund Services, LLC.

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