





Innovator IBD® ETF Leaders ETF

AS OF SEPTEMBER 30, 2018

OVERVIEW

The Innovator IBD® ETF Leaders ETF seeks to track the IBD® ETF Leaders Index. The fund stands alone in providing investors an independently managed portfolio of top-ranking ETFs even as market conditions shift over time.

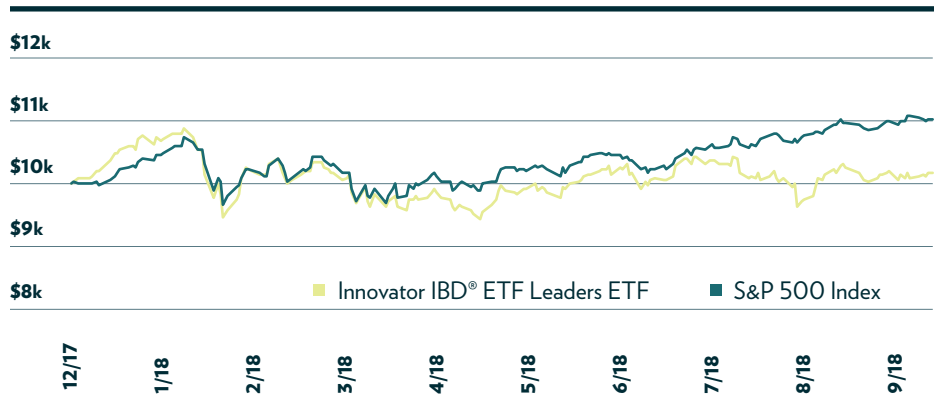
KEY POINTS

-  High conviction, automated, tactical asset allocation
-  Tax efficient, easily accessed, and reduced transaction fees
-  Rebalanced monthly, go-anywhere, globally allocated ETF of ETFs
-  Driven by Investor's Business Daily

KEY FACTS

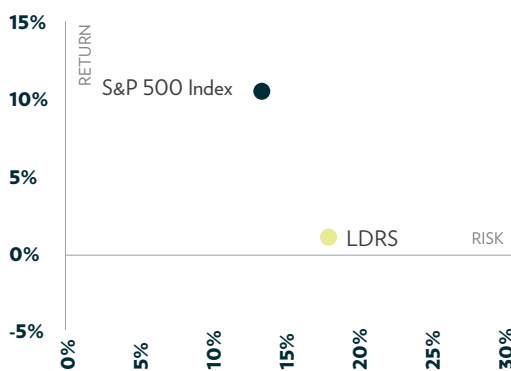
Symbol	LDRS
CUSIP	45782C201
Index	IBD® ETF Leaders Index
Management fee	0.60%
Acquired fund fees	0.38%
Total expense ratio	0.98%
Number of holdings	18
Exchange	NYSE Arca
Net Assets	\$43.3M
Inception date	12/21/2017

GROWTH OF \$10,000



Data is from 12/21/2017 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.

RISK PROFILE



Since fund inception. Risk is measured by standard deviation.

INDEX PROVIDER:

**INVESTOR'S
BUSINESS
DAILY®**

PERFORMANCE

	YTD	1yr	3yr	5yr	Inception
Innovator IBD® ETF Leaders ETF (NAV)	-0.20%	-	-	-	1.73%
Innovator IBD® ETF Leaders ETF (Closing Price)	-0.59%	-	-	-	1.52%
IBD® ETF Leaders Index	0.15%	-	-	-	2.11%
S&P 500 Index	10.56%	-	-	-	10.37%

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/LDRS for current month-end performance. One cannot invest directly in an index.

ANALYSIS

	St. Dev.	Beta	Return/Risk	Sharpe
Innovator IBD® ETF Leaders ETF	17.34%	1.06	0.10	0.02
S&P 500 Index	13.88%	1.00	0.75	0.64

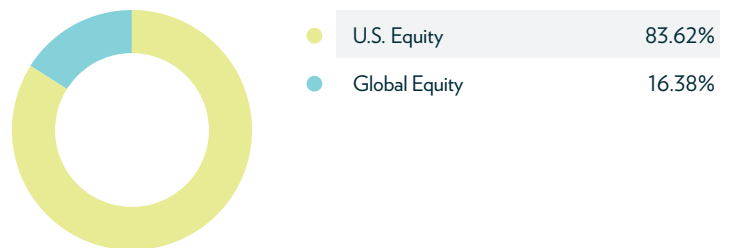
Since inception.

TOP 10 HOLDINGS

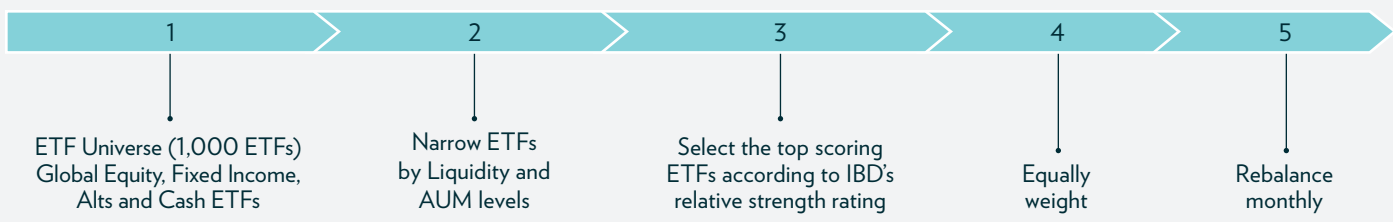
iShares U.S. Medical Devices ETF	5.81%
iShares North American Tech-Software ETF	5.73%
First Trust NYSE Arca Biotechnology Index Fund	5.66%
First Trust Technology AlphaDEX Fund	5.65%
Consumer Discretionary Select Sector SPDR Fund	5.63%
Fidelity MSCI Consumer Discretionary Index ETF	5.63%
First Trust Cloud Computing ETF	5.62%
Vanguard Information Technology ETF	5.61%
Fidelity MSCI Information Technology Index ETF	5.59%
ETFMG Prime Cyber Security ETF	5.57%

Subject to change.

CATEGORY BREAKDOWN



IBD® ETF LEADERS PROCESS



The S&P 500® Index is an unmanaged index considered representative of the U.S. stock market.

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.

The "IBD" mark and logo have been licensed to the Adviser by Investor's Business Daily, Inc. (IBD) for use in connection with the Fund under certain circumstances. The Fund is not sponsored, endorsed or sold by IBD. IBD makes no representation regarding the advisability of investing in the Fund. Investor's Business Daily® mark and associated logos are used with permission by IBD.

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 ETFs are distributed by Foreside Fund Services, LLC.

Copyright © 2018 Innovator Capital Management, LLC.