




Innovator Loup Frontier Tech ETF

AS OF SEPTEMBER 30, 2018

OVERVIEW

The Innovator Loup Frontier Tech ETF seeks to provide exposure to the investment results of the Loup Frontier Tech Index, which tracks the performance of companies that influence the future of technology including, but not limited to, artificial intelligence (AI), computer perception, robotics, autonomous vehicles, virtual reality, and mixed/augmented reality.

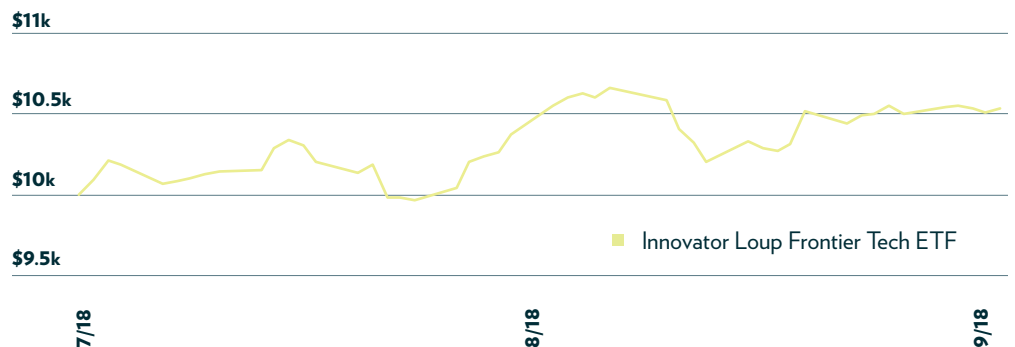
KEY POINTS

-  Exposure to leading disruptive companies believed to influence the future of technology
-  Security selection driven by frontier technology research firm, Loup Ventures
-  Rebalanced quarterly, with a higher weight in highest-ranked names

KEY FACTS

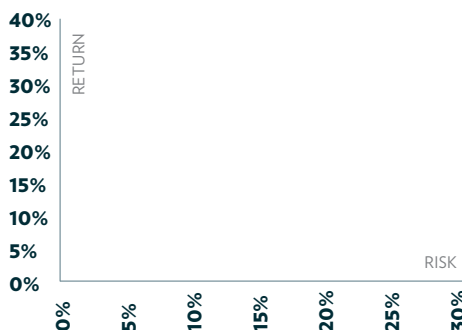
Symbol	LOUP
CUSIP	45782C862
Benchmark	Loup Frontier Tech Index (LFTIT)
Net expense ratio	0.70%
Number of holdings	31
Exchange	NYSE Arca
Net assets	\$14.5M
Inception date	7/25/2018

GROWTH OF \$10,000



Data is from 7/25/2018 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.

1 YEAR RISK PROFILE



Risk is measured by standard deviation.

PERFORMANCE

	1yr	3yr	5yr	10yr	Fund Inception
Innovator Loup Frontier Tech ETF (NAV)	-	-	-	-	5.41%
Innovator Loup Frontier Tech ETF (Closing Price)	-	-	-	-	5.56%
Loup Frontier Tech Index	-	-	-	-	4.68%

Data as of 9/30/2018. The inception date of the Loup Frontier Tech Index is 6/4/2018. 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/LOUP for current month-end performance. One cannot invest directly in an index.

ANALYSIS

	St. Dev.	Beta	Return/Risk	Sharpe
Innovator Loup Frontier Tech ETF	13.30%	1.08	0.41	0.38
Loup Frontier Tech Index	13.45%	1.10	0.35	0.32

Data as of 9/30/2018.

INDEX PROVIDER:

LOUPVENTURES

TOP 10 HOLDINGS

Fabrinet	5%
LG Innotek Co Ltd	5%
II-VI Inc	5%
Datalogic SpA	5%
SK Hynix Inc	5%
Keyence Corp	4%
Mazor Robotics Ltd	3%
Sonos Inc	3%
Immersion Corp	3%
NVIDIA Corp	3%

Subject to change.

SECTOR BREAKDOWN



Information Technology	76%
Consumer Discretionary	12%
Health Care	6%
Industrials	6%





INDUSTRY BREAKDOWN

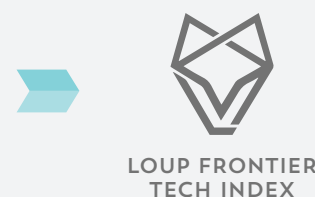
Semiconductors	22%
Electronics	16%
Machinery-Diversified	11%
Healthcare-Products	7%
Software	6%
Telecommunications	6%
Home Furnishings	6%
Miscellaneous Manufactur	6%
Electrical Compo&Equip	5%
Office/Business Equip	4%
Auto Manufacturers	4%
Computers	3%
Aerospace/Defense	3%

COUNTRY BREAKDOWN

United States	49%
Japan	13%
Taiwan	6%
Thailand	5%
Korea	5%
Italy	5%
South Korea	5%
Israel	3%
Canada	3%
Switzerland	3%
Britain	3%

LOUP VENTURES PROCESS

01		UNIVERSE	Global equity market includes recent IPOs, screen for liquidity
02		SELECTION	Ranked by revenue, EPs & free cash flow growth to Frontier technologies
03		WEIGHTING	Select top 30 ranked names
04		REBALANCE	Conviction weighted & rebalanced quarterly



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 Fund's investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus contains this and other important information, and it may be obtained at innovatoretfs.com. Read it carefully before investing.

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