

Innovator Lunt Low Vol/High Beta Tactical ETF

AS OF MARCH 31, 2018

KEY POINTS

- » Core U.S. Large Cap Exposure
- » A Simple Solution for Low Volatility Rotation
- » An Alternative to Active Management
- » Low Cost, Transparent, Tax Efficient

OVERVIEW

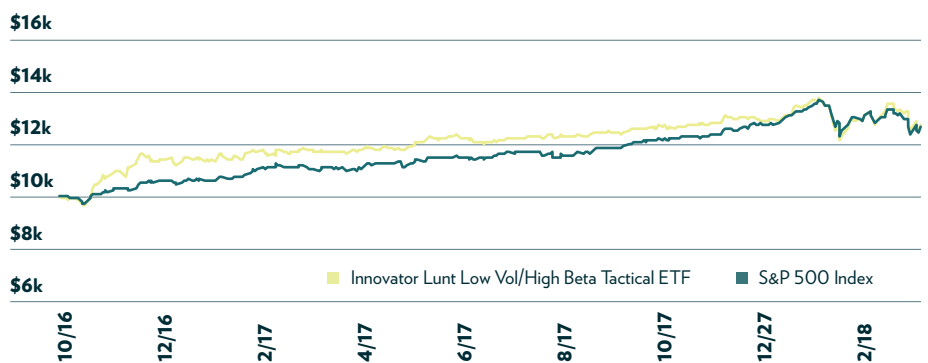
A fully invested strategy to dynamically rotate into, and out of, low volatility stocks.

The Innovator Lunt Low Vol/High Beta Tactical ETF is based on the Lunt Capital US Large Cap Equity Rotation Index, which is designed to tactically rotate between low volatility and high beta stocks in the S&P 500. The strategy seeks to capture alpha created by the wide dispersion between low volatility and high beta stocks.

KEY FACTS

Symbol	LVHB
CUSIP	45783G102
Benchmark	Lunt Capital US Large Cap Equity Rotation Index (LUNTUSLC)
Net expense ratio	0.49%
Number of holdings	96
Exchange	Cboe BXZ
Net assets	\$201.6M
Inception date	10/20/2016

GROWTH OF \$10,000



Data is from 10/20/2016 to 3/31/2018. 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 Lunt Low Vol/High Beta Tactical ETF (NAV)	-1.63%	8.82%	-	-	-	18.50%
Innovator Lunt Low Vol/High Beta Tactical ETF (Closing Price)	-1.54%	8.83%	-	-	-	18.64%
Lunt Capital US Large Cap Equity Rotation Index	-1.46%	9.50%	-	-	-	19.25%
S&P 500 Index	-0.76%	13.99%	-	-	-	17.88%

Data as of 3/31/2018. 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/LVHB for current month-end performance. One cannot invest directly in an index.

INDEX RETURN & STATISTICS

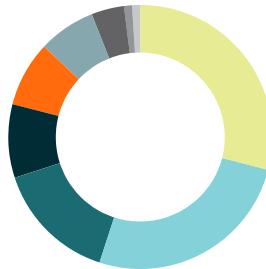
	YTD	1yr	Annualized Volatility	Return / Risk
Lunt Capital US Large Cap Equity Rotation Index	-1.46%	9.50%	9.40%	-
S&P 500 Index	-0.76%	13.99%	7.20%	2.48

Bloomberg L.P. as of 3/31/2018. Past performance does not guarantee future results. Annualized Volatility and Return/Risk data are from fund inception.

TOP 10 HOLDINGS

Applied Materials Inc	1.52%
Lam Research Corp	1.51%
Micron Technology Inc	1.51%
Autodesk Inc	1.44%
Nvidia Corp	1.36%
Advanced Micro Devices Inc	1.31%
United Rentals Inc	1.29%
NetFlix Inc	1.27%
Seagate Technology	1.26%
Microchip Technology Inc	1.22%

SECTOR BREAKDOWN



Information Technology	29.99%
Financials	26.31%
Industrials	14.86%
Consumer Discretionary	8.64%
Materials	7.67%
Energy	6.78%
Health Care	3.69%
Utilities	1.08%
Real Estate	0.98%

Subject to change.

The S&P 500® Index is an unmanaged index considered representative of the U.S. stock market. 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. Beta investing entails investing in securities that are more volatile based on historical market index data. The fund may be more volatile since it will, from time to time, seek to have exposure to the most volatile securities. Volatile stocks may be subject to sharp swings in value, and may change unpredictably, affecting the value of such equity securities and, consequently, the value of the Shares.

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 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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