

## Innovator Lunt Low Vol/High Beta Tactical ETF

AS OF SEPTEMBER 30, 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

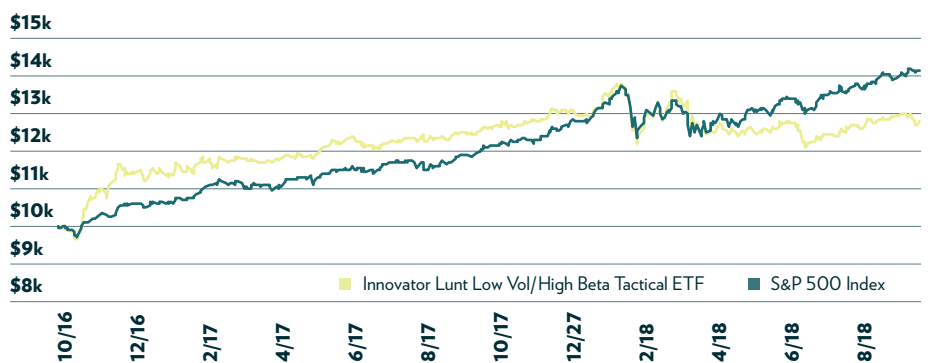
A fully invested strategy to dynamically rotate into, and out of, low volatility stocks.

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	100
Exchange	Cboe BXZ
Net assets	\$162.5M
Inception date	10/20/2016

### GROWTH OF \$10,000



Data is from 10/20/2016 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 Lunt Low Vol/High Beta Tactical ETF (NAV)	-1.41%	2.55%	-	-	-	13.54%
Innovator Lunt Low Vol/High Beta Tactical ETF (Closing Price)	-1.53%	2.46%	-	-	-	13.38%
Lunt Capital US Large Cap Equity Rotation Total Return Index	-0.80%	3.38%	-	-	-	14.39%
S&P 500 Index	10.56%	17.91%	-	-	-	19.50%

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/LVHB](http://innovatoretfs.com/LVHB) for current month-end performance. One cannot invest directly in an index.

### INDEX RETURN & STATISTICS

	St. Dev.	Beta	Return/Risk	Sharpe
Innovator Lunt Low Vol/High Beta Tactical ETF	12.78%	1.02	1.13	0.97
S&P 500 Index	10.30%	1.00	1.89	1.78

Since inception.

**TOP 10 HOLDINGS**

Coca-Cola Co/The	1.28%
Ecolab Inc	1.21%
Duke Energy Corp	1.15%
CMS Energy Corp	1.14%
Exelon Corp	1.14%
Procter & Gamble Co/The	1.13%
Honeywell International Inc	1.13%
Aon	1.13%
Public Service Enterprise Grou	1.12%
AvalonBay Communities Inc	1.11%

**SECTOR BREAKDOWN**



Utilities	23.05%
Real Estate	17.56%
Financials	16.67%
Information Technology	10.74%
Consumer Staples	9.22%
Industrials	6.08%
Health Care	5.90%
Materials	5.05%
Consumer Discretionary	3.90%
Energy	1.83%

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](http://innovatoretfs.com). Read it carefully before investing.**

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