

Understanding Your Experience with Innovator Defined Outcome ETFs

- » Take advantage of market growth to a cap with a defined level of downside protection, regardless of the day you invest.
- » The price you pay for ETF shares determines your defined outcome for the remainder of the outcome period
- » Your defined outcome is not impacted by other investors
- » The cap and protection level are set at the beginning of each outcome period
- » There is no assurance that the Funds will achieve their investment objectives.

YOUR DEFINED OUTCOME IS NOT IMPACTED BY OTHER INVESTORS

There are two main reasons why your outcome is not impacted by other investors. First, throughout each outcome period, the baskets of the Defined Outcome ETFs that an AP creates or redeems on will remain the same. Each basket holds options with fixed strike prices that do not change throughout each outcome period. Second, only an authorized participant can create or redeem shares of Defined Outcome ETFs and these transactions occur at NAV. This means the ETF is never giving or receiving less than NAV for ETF shares. Once you purchase ETF shares your outcome, relative to the S&P 500 Price Return Index and over the remainder of the outcome period, is known.

THE CAP AND BUFFER RANGE PRICES ARE FIXED FOR EACH OUTCOME PERIOD

At the end of each outcome period (one year), the ETFs will roll the underlying options portfolio into options with new strike prices. These new strike prices will create new cap and buffer range prices. Because the ETF's options are fixed throughout the outcome period, the cap and buffer range prices will also be fixed throughout the outcome period. As the markets move, the ETF's options holdings will move as well, but the cap and buffer range prices will not change over the course of the outcome period.

THE PRICE YOU PAY FOR THE DEFINED OUTCOME ETFS DETERMINES YOUR DEFINED OUTCOME

Investors can use the ETFs to achieve a number of investment objectives without holding shares for the entirety of the outcome period, but in order to achieve a defined outcome, you must hold the ETF through the end of the outcome period in which you bought.

If an investor buys on Day 1 at the starting NAV, their cap will match the cap for the outcome period and their buffer range will also match the buffer range of the outcome period. If an investor buys on Day 3, they can still achieve a defined outcome for the remainder of the outcome period. This is because the cap and buffer range prices are fixed for each outcome period.

Although the prices of the underlying options, and subsequently the ETF, have fluctuated with market movements, the cap and buffer range prices have not changed (see table below). The prices of the underlying options, as reflected in the ETF's NAV, have changed but their strike prices have not. The fixed strike prices ensure the cap and buffer range prices are fixed as well. This means the investor who buys on Day 3 can still achieve a defined outcome, it will simply be a different defined outcome than the investor who bought on Day 1.

INNOVATOR S&P 500 BUFFER JANUARY ETF	DAY 1	DAY 1	DAY 3	DAY 3
Price Paid by Investor	\$25.00		\$25.17	
Current NAV	\$25.00	-	\$25.15	-
ETF NAV at Onset of Outcome Period	\$25.00	-	\$25.00	-
ETF Cap for Outcome Period	\$27.00	8.00%	\$27.00	7.33%
ETF Buffer Range Prices for Outcome Period	\$25.00 to \$21.25	0% to -15%	\$25.00 to \$21.25	0% to -15%
Available Buffer	\$3.75	15%	\$3.75	15%
Downside Risk to Buffer Range	\$0.00	0%	\$0.15	-0.64%

Next Rebalance Date – December 31st

For illustrative purposes only.

Interim Period Shareholders

TRANSPARENCY AND LIQUIDITY

Structured products provide defined outcome parameters over a stated time period. These products typically have an initial “raise up” period, where the issuers accept investors’ money, and then that money is invested on a certain day, with the expectation that it will be returned (according to the investment methodology) to the investors at a specific point in the future (e.g., 18 months). Investors who purchase these products are generally informed that they should intend to leave their money in the product for the life of the product. By design, structured products are relatively illiquid and opaque.

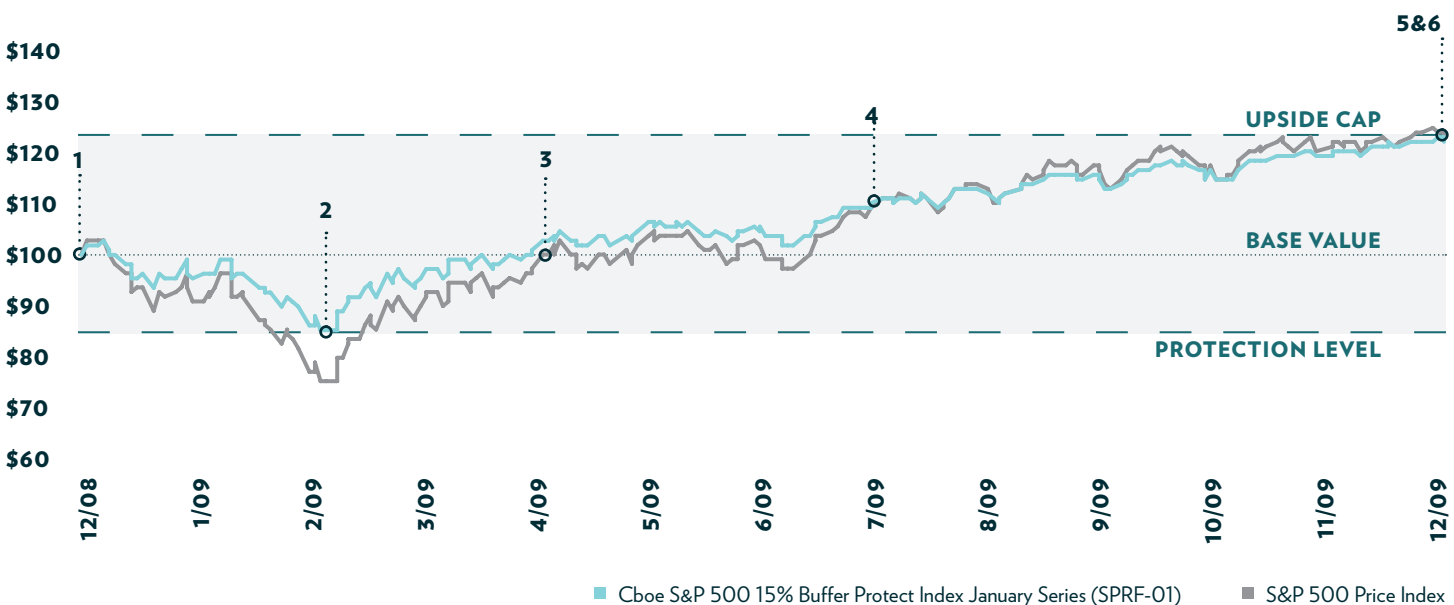
When target outcome strategies are replicated inside an ETF, transparency and liquidity are remarkably improved relative to other structured outcome vehicles. As a result, some education is necessary for interim period shareholders—those investors who purchase shares of the ETF after the first day of the outcome period (when the new options contracts are purchased, and the protection level and upside cap is established)—and for those who purchased on day one, but sell before the end of the outcome period.

The experience of these shareholders is illustrated in Figures 15 and 16, which depict that, because of the transparent underlying positions and exchange traded nature, each Target Outcome ETF delivers a defined set of parameters throughout the day, as the ETF’s NAV changes, thus providing financial professionals and investors current information that allows them to make an informed decision regarding the defined outcome investment opportunity in front of them.

The illustration below shows the historical index values of the Cboe S&P 500 15% Buffer Protect Index January Series (SPRF-01) throughout 2009—a period that exhibit many of the scenarios an investor might encounter throughout the outcome period (e.g., positive and negative market movements, elevated levels of volatility, downside risk below the protection zone, upside growth to a cap) ultimately finishing the year positive. We have also included the S&P 500 Price Index for comparison (to best illustrate the defined outcome) and have converted both index values to a base of \$100, keeping in mind indexes are not investable and data does not account for fees and expenses.

ILLUSTRATION: INTERIM PERIOD SHAREHOLDERS

	PROTECTION LEVEL	CAP
Cboe 15% Buffer Protect Index - January Series (SPRF-01)	15%	22.24%
S&P 500 Price Return Index	N/A	N/A



Interim Periods Shareholders

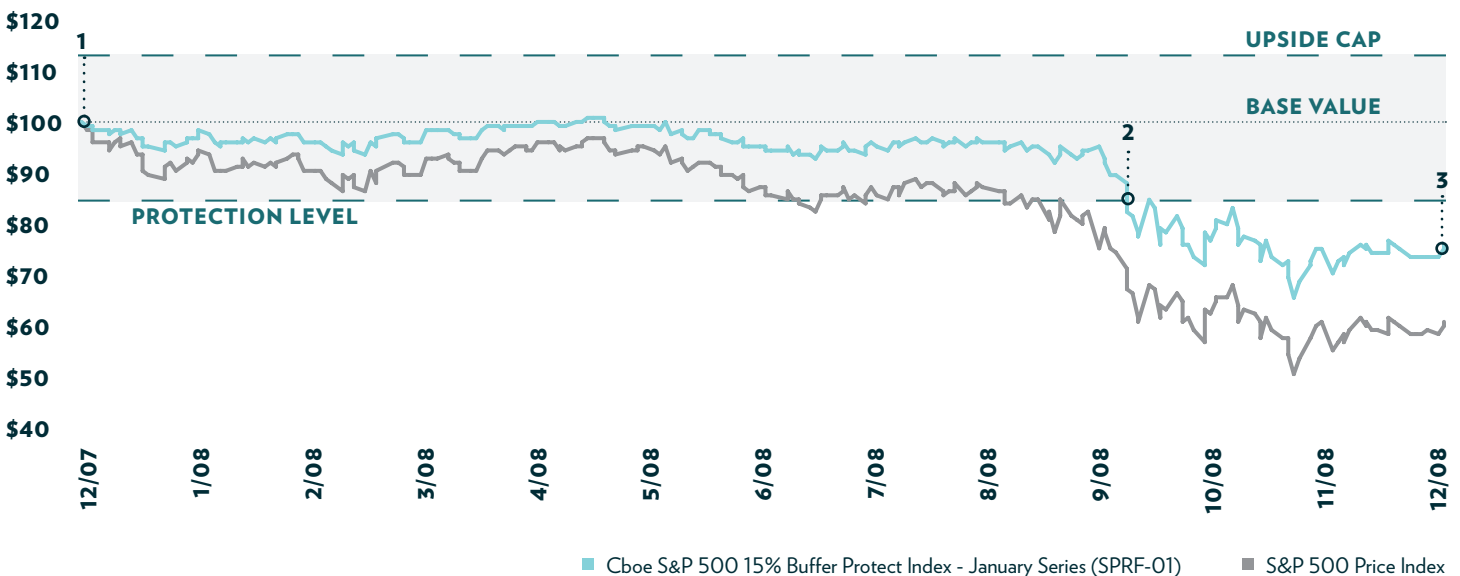
ANALYSIS

- Over the outcome period (1 year), the Cboe S&P 500 15% Buffer Protect Index (Target Outcome Index) delivered a defined protection level, and upside growth to a cap.
- Over the first 90 days, the S&P 500 declined by approximately 25%. The Target Outcome Index also declined into the "protection zone." This is possible because there is still time value left in the options positions. Had the S&P 500 Index ended the year in this position (down 25%), the Target Outcome Index would have experienced a loss of approximately 10% (25% - 15%).
- By May the S&P 500 recovered all of its losses. The Cboe Index also exhibited upside growth. On May 4th, the S&P 500 crossed back through its baseline price, closing at \$100.44, while the Target Outcome Index closed at \$103.24 (up 2.78%).
- The S&P 500 Index continued to climb through the second half of the year, and the Target Outcome Index provided exposure to this growth (to a cap).
- The Target Outcome Index approached its cap near the end of the outcome period. Because the underlying options contracts had little time value remaining, and the S&P 500 was below the cap, the Target Outcome "NAV" remained near the cap even while the S&P 500 experiences more volatility.
- On the last day of the outcome period (12/31/09), the Target Outcome Index ended at \$122.24, which equates to the initially stated cap of 22.24%. The S&P 500 Index ended the year at \$123.45, up 23.45%.

To review a time period where the buffer protection level was used we can review the only down year in the time series—2008.

ILLUSTRATION : INTERIM PERIOD SHAREHOLDERS (2008)

	PROTECTION LEVEL	CAP
Cboe S&P 500 15% Buffer Protect Index - January Series (SPRF-01)	15%	14.99%
S&P 500 Price Return Index	N/A	N/A



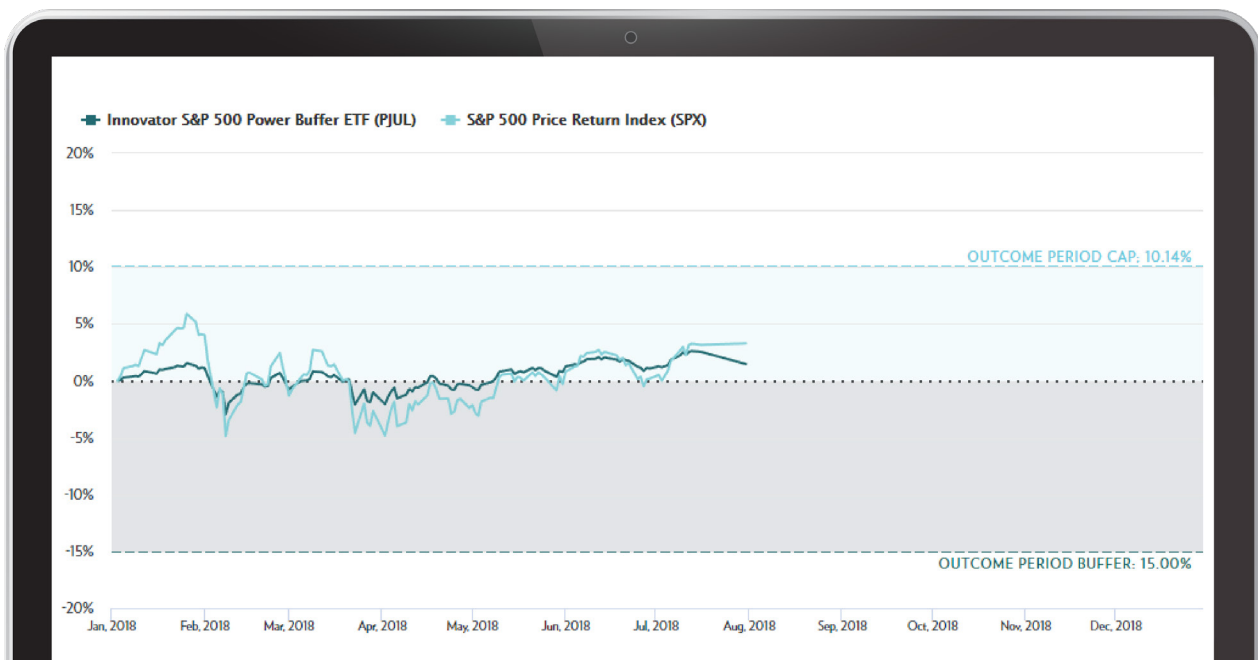
ANALYSIS

- 1 Over the outcome period (1 year), the Cboe S&P 500 15% Buffer Protect Index (Target Outcome Index) delivered a defined protection level, and upside growth to a cap.
- 2 The S&P 500 spent all of 2008 in negative territory. Through the latter half of the year we see the Target Outcome Index's buffer "growing." Toward the end of September 2008 the S&P 500 was down approximately 30%, and we see the Target Outcome Index cross below its buffer zone (15%) for the first time.
- 3 The Target Outcome Index ended the outcome period 15% higher than the S&P 500, which equates to the amount of the protection level (S&P 500 return: -38.49% vs. Target Outcome Index: -23.49%).

Source: Cboe Exchange, Inc., and Bloomberg LP, as of 12/31/2007 - 12/31/2017. Performance is hypothetical, historical, for illustrative purposes only, and is not representative of any fund or investment. Past performance is not a guarantee of future returns.

INNOVATIVE PRICING TOOL

Unlike structured notes, which offer limited liquidity, Innovator S&P 500 Defined Outcome ETFs will trade throughout the day on an exchange, like a stock. This gives investors the ability to buy and sell shares of the ETFs any time the market is open. As a result, investors purchasing shares of a Fund after its launch date will achieve a different payoff profile than those who entered the Fund on day one. For these potential investors, Innovator has built a web tool to provide detailed information about each Fund's current share price in relation to its Cap, Buffer, and Outcome Period. In other words, throughout each trading day investors will be able know their potential defined outcome profile before they invest, based on the current ETF price and the outcome period remaining. The Fund's web tool can be accessed at www.innovator.com/define.



Investors considering purchasing shares after the outcome period has begun or selling shares prior to the end of the Outcome Period should visit the website to fully understand potential investment outcomes.

The Innovator S&P 500 Buffer ETF (BJUL) is not yet available for investment.

The Fund has characteristics unlike many other traditional investment products and may not be suitable for all investors. For more information regarding whether an investment in the Fund is right for you, please see “Investor Suitability” in the prospectus.

Investing involves risks. The Funds face numerous market trading risks, including active markets risk, authorized participation concentration risk, buffered loss risk, cap change risk, capped upside return risk, correlation risk, FLEX Option counterparty risk, cyber security risk, fluctuation of net asset value risk, investment objective risk, limitations of intraday indicative value risk, liquidity risk, management risk, market maker risk, market risk, non-diversification risk, operation risk, options risk, outcome period risk, tax risk, trading issues risk, upside participation risk and valuation risk. Unlike mutual funds, the Funds 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 outcomes that a Fund seeks to provide may only be realized if you are holding shares on the first day of the outcome period and continue to hold them on the last day of the outcome period, approximately one year. If you purchase shares after the outcome period has begun or sell shares prior to the outcome period's conclusion, you may experience investment returns very different from those that a Fund seeks to provide.

These Funds are designed to provide point-to-point exposure to the price return of the S&P 500 via a basket of Flex Options. As a result, the ETFs are not expected to move directly in line with the S&P 500 during the interim period.

Investors are subject to an upside return Cap that represents the maximum percentage return an investor can achieve from an investment in the Fund for the outcome period. Therefore, even though a Fund's returns are based upon the S&P 500, if the Fund experiences returns for the outcome period in excess of the Cap, you will not experience those excess gains but will remain vulnerable to significant downside risks. Regardless of the performance of the S&P 500, the Cap is the maximum return an investor can achieve from an investment in the Fund for the outcome period. The Cap will change from year-to-year based upon prevailing market conditions at the beginning of the outcome period. The Cap, and the Fund's position relative to it, should be considered before investing in the Fund.

Similarly, the buffer that the Funds seek to provide is only operative against the percentage (i.e. 9%, 15% and 30%) of S&P 500 losses for the applicable Fund's outcome period. If an investor is considering purchasing shares during the outcome period, and the Fund has already decreased in value by an amount equal to or greater than its buffer, an investor purchasing shares at that price will have increased gains available prior to reaching the Cap but may not benefit from the buffer that the Fund seeks to offer for the remainder of the outcome period. Conversely, if an investor is considering purchasing Shares during the outcome period, and the Fund has already increased in value, then a shareholder may experience losses prior to gaining the protection offered by the buffer. After the S&P 500 has decreased in value by more than a Fund's buffer during an outcome period, the Fund will experience any subsequent losses on a one-to-one basis. There is no guarantee that a Fund will be successful in its attempt to provide buffered returns. The Funds shares will be listed for trading on the CBOE BZX Exchange. The Funds will not terminate after the conclusion of an outcome period. After the conclusion of an outcome period, another will begin.

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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