

AS OF MARKET CLOSE ON 11/9/2018

|  | TICKER             | CURRENT PRICE / RETURN | REMAINING CAP <sup>1</sup> | REMAINING BUFFER | DOWNSIDE BEFORE BUFFER | REMAINING OUTCOME PERIOD |
|--|--------------------|------------------------|----------------------------|------------------|------------------------|--------------------------|
| <b><u>Innovator S&amp;P 500 Power Buffer ETF</u></b> | <b><u>PJUL</u></b> | \$25.07 / -0.39%       | 8.50%                      | 12.68%           | 0.00%                  | 231 days                 |
|  | <b><u>POCT</u></b> | \$24.10 / -1.58%       | 11.58%                     | 12.02%           | 0.00%                  | 325 days                 |
| <b><u>Innovator S&amp;P 500 Ultra Buffer ETF</u></b> | <b><u>UJUL</u></b> | \$24.97 / -0.81%       | 9.58%                      | 28.10%           | -4.19%                 | 231 days                 |
|  | <b><u>UOCT</u></b> | \$24.07 / -1.71%       | 11.70%                     | 27.14%           | -3.29%                 | 325 days                 |
| <b><u>Innovator S&amp;P 500 Buffer ETF</u></b>       | <b><u>BJUL</u></b> | \$25.03 / -1.86%       | 12.71%                     | 6.84%            | 0.00%                  | 231 days                 |
|  | <b><u>BOCT</u></b> | \$23.88 / -2.50%       | 17.80%                     | 6.94%            | 0.00%                  | 325 days                 |

For current defined outcome parameters please use Innovator's pricing tool at [innovatoretfs.com/define](http://innovatoretfs.com/define).

Sign up to receive the Weekly Rate Sheet at [rates@innovatoretfs.com](mailto:rates@innovatoretfs.com).

<sup>1</sup> Caps are shown gross of Fees and Expenses, which include the Fund's management fee of 0.79%, any shareholder transaction fees and any extraordinary expenses. Current price / return is the current bid/ask midpoint of the Fund, and the return of the Fund, before fees and expenses\*, since the start of the Outcome Period. Remaining Cap is the current maximum potential return available at the ETF's current price, before fees and expenses, if held to the end of the current Outcome Period. Remaining Buffer is the current amount of downside buffer remaining at the ETF's current price, before fees and expenses, if held to the end of the Outcome Period. Downside Before Buffer is the amount of Fund loss incurred before the buffer begins. Remaining Outcome Period is the number of days remaining before the last day of the Outcome Period. Outcome Period is the intended length of time over which the defined outcomes are sought. Please see the pricing tool at [innovatoretfs.com/define](http://innovatoretfs.com/define) for more information.

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.

Please see back page for standardized performance and additional risk information.

## Performance

|                                     | SERIES                 | INCEPTION | INCEPTION DATE |
|-------------------------------------|------------------------|-----------|----------------|
| <b>S&amp;P 500 Buffer ETF</b>       | July (NAV)             | 0.99%     | 8/29/2018      |
|                                     | July (Market Price)    | 1.25%     |                |
|                                     | October (NAV)          |           | 10/1/2018      |
|                                     | October (Market Price) |           |                |
| <b>S&amp;P 500 Power Buffer ETF</b> | July (NAV)             | 1.59%     | 8/8/2018       |
|                                     | July (Market Price)    | 1.99%     |                |
|                                     | October (NAV)          |           | 10/1/2018      |
|                                     | October (Market Price) |           |                |
| <b>S&amp;P 500 Ultra Buffer ETF</b> | July (NAV)             | 1.56%     | 8/8/2018       |
|                                     | July (Market Price)    | 1.71%     |                |
|                                     | October (NAV)          |           | 10/1/2018      |
|                                     | October (Market Price) |           |                |

Data as of 9/30/2018. Each ETF's expense ratio is 0.79%. 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/define](http://innovatoretfs.com/define) for current month-end performance. One cannot invest directly in an index

**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.

**FLEX Options Risk.** The Fund will utilize FLEX Options issued and guaranteed for settlement by the OCC. The Fund bears the risk that the OCC will be unable or unwilling to perform its obligations under the FLEX Options contracts. In the unlikely event that the OCC becomes insolvent or is otherwise unable to meet its settlement obligations, the Fund could suffer significant losses. Additionally, FLEX Options may be less liquid than certain other securities such as standardized options. In less liquid market for the FLEX Options, the Fund may have difficulty closing out certain FLEX Options positions at desired times and prices. The values of FLEX Options do not increase or decrease at the same rate as the reference asset and may vary due to factors other than the price of reference asset.

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 very different investment returns 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.

*Each Fund's investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus contains this and other important information, and may be obtained at 800.208.5212. Read it carefully before investing.*

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