



Define Your Future®

INVESTOR GUIDE

Deepwater Frontier Tech ETF – LOUP



Why LOUP?



GENE MUNSTER

Gain direct exposure to the tech-investing expertise of Gene Munster.



EXPOSURE TO FRONTIER TECHNOLOGY

Access companies poised for a potentially outsized influence on the future.



GROWTH AT A GOOD PRICE

Maintain a respect for valuation.

What is LOUP?

The Innovator Deepwater Frontier Tech ETF (LOUP) provides investors exposure to emerging technologies and is driven by the research of Gene Munster and Deepwater Asset Management, (Deepwater).

As the technology asset class becomes a more prominent allocation within investors' portfolios, the Innovator Deepwater Frontier Tech ETF serves as a long-term solution to stay invested in tomorrow's tech leaders.

The ETF focuses on five key frontier technology themes – outlined below.

FUND DETAILS

Ticker	LOUP	Exposure	Frontier Technology
Launch Date	July 25, 2018	# of Holdings	30*
Expense Ratio	0.70%	Weight	Conviction Weighted
Index	Deepwater Frontier Tech Index	Rebalance	Monthly
Exchange	NYSE Arca	<i>*As of 9/30/2024.</i>	

Exposure to Five Key Frontier Technology Themes

THEME	WEIGHT	DESCRIPTION
 Artificial Intelligence (AI)	63%	The keystone technology of the future – enabling widespread automation.
 Fintech	22%	The use of technology to improve and innovate financial services, like banking, payments, and investing.
 Robotics	6%	Implementation of AI across industrial, commercial, domestic, military, social and entertainment spaces.
 Autonomous & Electric Vehicles	6%	The transition to autonomous and electric vehicles – enabling ride sharing to be a primary form of transportation.
 Virtual/Augmented Reality	3%	The evolution beyond the smartphone and PC, creating immersive experiences beyond the simple 2D environments we primarily interact with today.

Weights as of 9/30/2024.

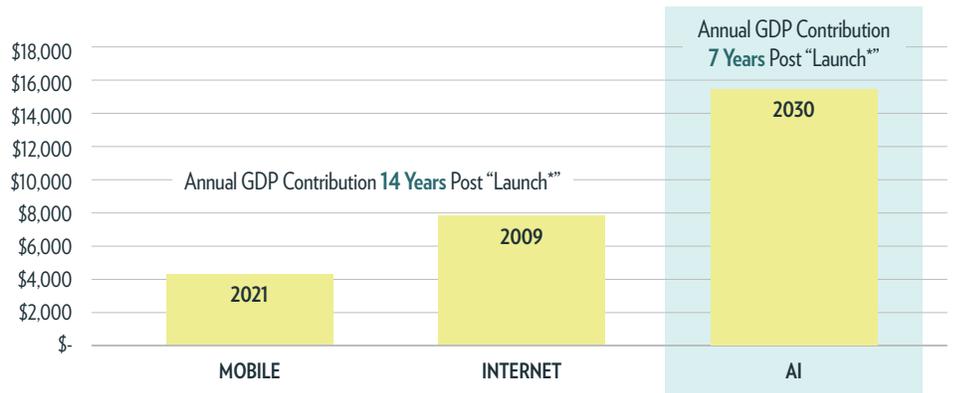


Use LOUP to Access the Accelerating Impact of AI

Previously, the introduction of new technologies like the internet and the mobile phone generated huge increases in productivity – which ultimately gave a boost to global GDP.

Deepwater believes that AI (one of the five key frontier technology themes that Deepwater incorporates into the Deepwater Frontier Tech Index) has the potential to boost GDP by twice the amount, and in the half the time, as previous, society-altering innovations.

ANNUAL CONTRIBUTION TO GLOBAL GDP (\$B)



Source: PwC, McKinsey, The World Bank.

*Launch year for internet is 1995 (beginning of dot-com bubble), mobile is 2007 (original iPhone), and AI is 2023 (ChatGPT); each was in existence before “launch year”, but the years above signify timing of material traction. AI Annual GDP Contribution Forecast by PwC, “Global Artificial Intelligence Study: Sizing the Prize” available at <https://pwc.to/4h2HsLL>.

How Does LOUP Work?

IDENTIFY THE INVESTABLE UNIVERSE

Deepwater identifies eligible companies for inclusion, which are those that derive at least 50% of their revenue from one of the five frontier technology themes.

NARROW THE UNIVERSE

The investable universe is narrowed by excluding companies that do not meet certain criteria – such as a minimum market cap of \$250 million and maximum of \$500 billion.

SELECT THE TOP 30

Deepwater selects the top 30 companies based on their assessment of the companies’ near and long-term prospects relative to frontier technology development.

RANK

After establishing the selection set, Deepwater ranks companies using metrics related to revenue growth and revenue growth acceleration.

CONVICTION WEIGHT

Once the top 30 companies have been ranked, the top 5 companies are given 5% weights, while the remaining 25 are given 3% weights.



STANDARDIZED PERFORMANCE	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION
LOUP NAV	9.15%	34.04%	-2.32%	15.99%	11.03%
LOUP Closing Price	8.68%	34.06%	-2.40%	15.89%	10.97%

Data as of 9/30/2024. The Fund inception on 7/24/2018. 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. Returns less than one year are cumulative. Visit innovatoretfs.com/define for current month-end performance. One cannot invest directly in an index. Index performance does not account for fees and expenses.

Shares are bought and sold at market price, not net asset value (NAV), and are not individually redeemable from the fund. NAV represents the value of each share's portion of the fund's underlying assets and cash at the end of the trading day. Market price returns reflect the midpoint of the bid/ask spread as of the close of trading on the exchange where fund shares are listed.

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.

Certain views indicated above are those of Deepwater Asset Management, LLC. Innovator and Deepwater are separate entities. Deepwater is the index provider to the Fund. The marks "Deepwater", "Loup", and "Loup Frontier Tech Index" have been licensed to the Adviser by Deepwater for use in connection with the Fund under certain circumstances. The Adviser, in turn, has sub-licensed to the Fund its rights to use the mark pursuant to an Agreement. The Fund is not sponsored, endorsed or sold by Deepwater. Deepwater makes no representation regarding the advisability of investing in the Fund.

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

Certain information herein contains forward-looking statements such as "will," "may," "should," "expect," "target," "anticipate," or other variations of these statements. Forward-looking statements are based upon assumptions which may not occur, while other conditions not taken into account may occur. Actual events or results may differ materially from those contemplated in such forward-looking statements. The forward-looking statements contained herein do not constitute, and should not be relied upon as, investment advice.

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