

## Innovator S&P 500 Buffer ETF

OCTOBER SERIES

### OVERVIEW

The Innovator S&P 500 Buffer ETF seeks to track the return of the S&P 500 Price Index (up to a predetermined cap) while buffering investors against the first 9% of losses over the outcome period. The ETF can be held indefinitely, resetting at the end of each outcome period (approximately annually).

Innovator Defined Outcome ETFs are the first ETFs that allow investors to take advantage of potential market growth while seeking to maintain a defined level of downside protection offered by the buffer.

The Funds have 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.

*The outcomes that the 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. There is no guarantee that the Outcomes for an Outcome Period will be realized or that the Fund will achieve its investment objective.*

### DETAILS

Ticker	BOCT
Listing date	October 1, 2018
Exposure	S&P 500 Price Index <sup>1</sup>
Cap (gross)	15.30%
Cap (net of fees and expenses) <sup>2</sup>	14.51%
Buffer Level	9.00%
Rebalance frequency	Annual
Expense ratio	0.79%
Series	October 2018

### KEY POINTS

- » Defined downside buffer levels
- » Exposure to S&P 500 upside performance (to a cap)
- » Low cost, flexible, liquid, and transparent
- » No credit risk
- » Rebalances annually and can be held indefinitely

### PAYOFF PROFILE (1 YEAR)



■ S&P 500 Price Index<sup>1</sup>  
■ Innovator S&P 500 Buffer ETF

*For information purposes only. Does not represent actual fund performance. Past performance is not indicative of future results. There is no guarantee any investment strategy will achieve its objectives, generate profits or avoid loss. Targeted returns do not include fund fees and expenses.*

### PERFORMANCE

	3mo	YTD	1yr	3yr	5yr	10yr	Inception
Innovator S&P 500 Buffer ETF, October (NAV)	-	-	-	-	-	-	-
Innovator S&P 500 Buffer ETF, October (Mkt Price)	-	-	-	-	-	-	-
S&P 500 Price Index <sup>1</sup>	-	-	-	-	-	-	-

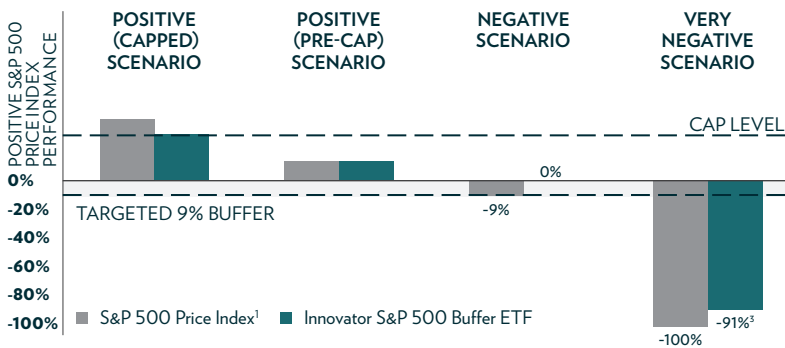
*Data as of 10/1/2018. Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. Visit [innovatoretf.com/define](http://innovatoretf.com/define) for current month-end performance. One cannot invest directly in an index.*

### ANALYSIS

	St. Dev.	Beta	Alpha	Sharpe
Innovator S&P 500 Buffer ETF, October	-	-	-	-
S&P 500 Price Index <sup>1</sup>	-	-	-	-

*Since inception.*

**MARKET SCENARIOS (1 YEAR)**



**HOLDINGS**

Position	Long /Short	Strike	Expiration
S&P 500 Index Call Option	Purchased	1748.38	9/30/19
S&P 500 Index Call Option	Sold	3496.77	9/30/19
S&P 500 Index Call Option	Sold	3359.77	9/30/19
S&P 500 Index Put Option	Sold	1748.38	9/30/19
S&P 500 Index Put Option	Purchased	3496.77	9/30/19
S&P 500 Index Put Option	Sold	2651.69	9/30/19
S&P 500 Index Put Option	Purchased	2913.95	9/30/19

Subject to change.

It is important to note that investors holding units of the ETF for less than the entire holding period will experience different results. Investors purchasing units of the ETF may experience interim period results that deviate from the payoff profile line. However, the outcome at the conclusion of the point-to-point period will be within the parameters of the established payoff profile. Illustrated results do not include fund fees and expenses. Upside participation, downside participation, and buffer levels are fixed for the life of the Fund. The cap level is established at the beginning of each outcome period (approximately annually). The Fund will not consistently track the S&P 500.

<sup>1</sup> The S&P 500 Price Index is a broad measure of U.S. large cap stocks, and does not include the reinvestment of dividends.

<sup>2</sup> Fees and Expenses include the Fund's management fee of 0.79%, any shareholder transaction fees and any extraordinary expenses.

<sup>3</sup> This graph is provided merely to illustrate the outcomes that the Fund seeks to provide based upon the performance of the S&P 500 Price Index. The Fund may experience losses greater than 91%.

**DEFINED OUTCOME PROCESS**



POWERED BY:   

There is no assurance that the fund will achieve its investment objectives.

**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 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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## Innovator S&P 500 Power Buffer ETF

AS OF OCTOBER 1, 2018

### OCTOBER SERIES

#### OVERVIEW

The Innovator S&P 500 Power Buffer ETF seeks to track the return of the S&P 500 Price Index (up to a predetermined cap) while buffering investors against the first 15% of losses over the outcome period. The ETF can be held indefinitely, resetting at the end of each outcome period (approximately annually).

Innovator Defined Outcome ETFs are the first ETFs that allow investors to take advantage of potential market growth while seeking to maintain a defined level of downside protection offered by the buffer.

The Funds have 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.

*The outcomes that the 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. There is no guarantee that the Outcomes for an Outcome Period will be realized or that the Fund will achieve its investment objective.*

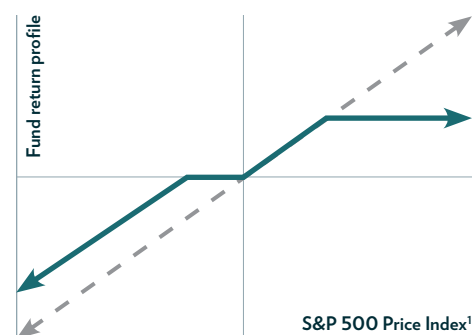
#### DETAILS

Ticker	POCT
Listing date	October 1, 2018
Exposure	S&P 500 Price Index <sup>1</sup>
Cap (gross)	10.00%
Cap (net of fees and expenses) <sup>2</sup>	9.21%
Buffer Level	15.00%
Rebalance frequency	Annual
Expense ratio	0.79%
Series	October 2018

#### KEY POINTS

- » Defined downside buffer levels
- » Exposure to S&P 500 upside performance (to a cap)
- » Low cost, flexible, liquid, and transparent
- » No credit risk
- » Rebalances annually and can be held indefinitely

#### PAYOFF PROFILE (1 YEAR)



■ S&P 500 Price Index<sup>1</sup>  
■ Innovator S&P 500 Power Buffer ETF

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#### PERFORMANCE

	3mo	YTD	1yr	3yr	5yr	10yr	Inception
Innovator S&P 500 Power Buffer ETF, October (NAV)	-	-	-	-	-	-	-
Innovator S&P 500 Power Buffer ETF, October (Mkt Price)	-	-	-	-	-	-	-
S&P 500 Price Index <sup>1</sup>	-	-	-	-	-	-	-

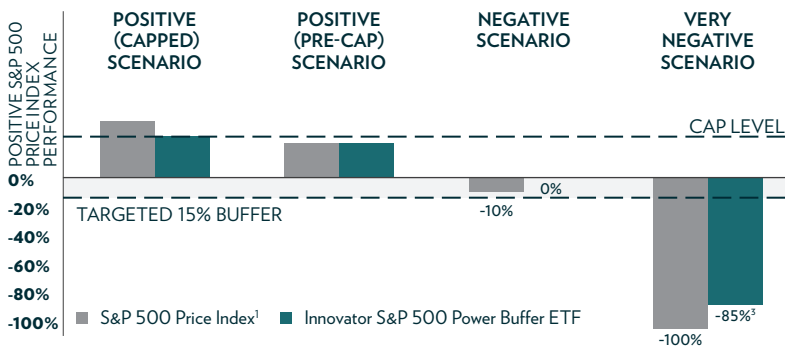
*Data as of 10/1/2018. Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. Visit [innovatoretfs.com/define](http://innovatoretfs.com/define) for current month-end performance. One cannot invest directly in an index.*

#### ANALYSIS

	St. Dev.	Beta	Alpha	Sharpe
Innovator S&P 500 Power Buffer ETF, October	-	-	-	-
S&P 500 Price Index <sup>1</sup>	-	-	-	-

*Since inception.*

**MARKET SCENARIOS (1 YEAR)**



**HOLDINGS**

Position	Long /Short	Strike	Expiration
S&P 500 Index Call Option	Purchased	1748.36	9/30/19
S&P 500 Index Call Option	Sold	3496.73	9/30/19
S&P 500 Index Call Option	Sold	3205.33	9/30/19
S&P 500 Index Put Option	Sold	1748.36	9/30/19
S&P 500 Index Put Option	Purchased	3496.73	9/30/19
S&P 500 Index Put Option	Purchased	2913.94	9/30/19
S&P 500 Index Put Option	Sold	2476.85	9/30/19

Subject to change.

It is important to note that investors holding units of the ETF for less than the entire holding period will experience different results. Investors purchasing units of the ETF may experience interim period results that deviate from the payoff profile line. However, the outcome at the conclusion of the point-to-point period will be within the parameters of the established payoff profile. Illustrated results do not include fund fees and expenses. Upside participation, downside participation, and buffer levels are fixed for the life of the Fund. The cap level is established at the beginning of each outcome period (approximately annually). The Fund will not consistently track the S&P 500.

<sup>1</sup> The S&P 500 Price Index is a broad measure of U.S. large cap stocks, and does not include the reinvestment of dividends.

<sup>2</sup> Fees and Expenses include the Fund's management fee of 0.79%, any shareholder transaction fees and any extraordinary expenses.

<sup>3</sup> This graph is provided merely to illustrate the outcomes that the Fund seeks to provide based upon the performance of the S&P 500 Price Index. The Fund may experience losses greater than 85%.

**DEFINED OUTCOME PROCESS**



POWERED BY:   

There is no assurance that the fund will achieve its investment objectives.

**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 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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## Innovator S&P 500 Ultra Buffer ETF

OCTOBER SERIES

### OVERVIEW

The Innovator S&P 500 Ultra Buffer ETF seeks to track the return of the S&P 500 Price Index (up to a predetermined cap) while buffering investors against losses from -5% to -35% over the outcome period. The ETF can be held indefinitely, resetting at the end of each outcome period (approximately annually).

Innovator Defined Outcome ETFs are the first ETFs that allow investors to take advantage of potential market growth while seeking to maintain a defined level of downside protection offered by the buffer.

The Funds have 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.

*The outcomes that the 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. There is no guarantee that the Outcomes for an Outcome Period will be realized or that the Fund will achieve its investment objective.*

### DETAILS

Ticker	UOCT
Listing date	October 1, 2018
Exposure	S&P 500 Price Index <sup>1</sup>
Cap (gross)	9.99%
Cap (net of fees and expenses) <sup>2</sup>	9.20%
Buffer Level	30.00%
Rebalance frequency	Annual
Expense ratio	0.79%
Series	October 2018

### KEY POINTS

- » Defined downside buffer levels
- » Exposure to S&P 500 upside performance (to a cap)
- » Low cost, flexible, liquid, and transparent
- » No credit risk
- » Rebalances annually and can be held indefinitely

### PAYOFF PROFILE (1 YEAR)



■ S&P 500 Price Index<sup>1</sup>  
■ Innovator S&P 500 Ultra Buffer ETF

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### PERFORMANCE

	3mo	YTD	1yr	3yr	5yr	10yr	Inception
Innovator S&P 500 Ultra Buffer ETF, October (NAV)	-	-	-	-	-	-	-
Innovator S&P 500 Ultra Buffer ETF, October (Mkt Price)	-	-	-	-	-	-	-
S&P 500 Price Index <sup>1</sup>	-	-	-	-	-	-	-

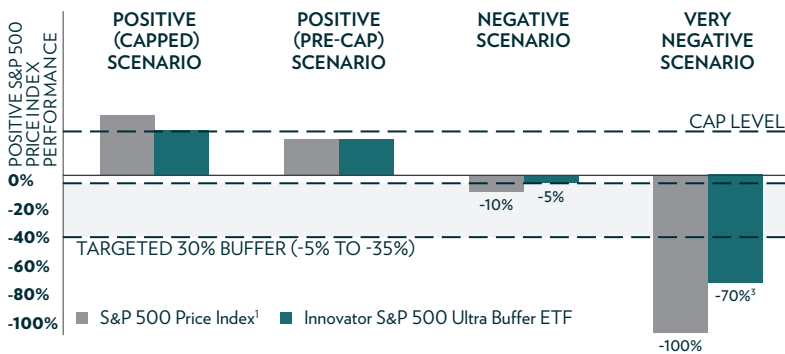
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### ANALYSIS

	St. Dev.	Beta	Alpha	Sharpe
Innovator S&P 500 Ultra Buffer ETF, October	-	-	-	-
S&P 500 Price Index <sup>1</sup>	-	-	-	-

*Since inception.*

**MARKET SCENARIOS (1 YEAR)**



**HOLDINGS**

Position	Long /Short	Strike	Expiration
S&P 500 Index Call Option	Purchased	1748.37	9/30/19
S&P 500 Index Call Option	Sold	3496.75	9/30/19
S&P 500 Index Call Option	Sold	3205.04	9/30/19
S&P 500 Index Put Option	Sold	1748.37	9/30/19
S&P 500 Index Put Option	Purchased	3496.75	9/30/19
S&P 500 Index Put Option	Sold	1894.06	9/30/19
S&P 500 Index Put Option	Purchased	2768.24	9/30/19

Subject to change.

It is important to note that investors holding units of the ETF for less than the entire holding period will experience different results. Investors purchasing units of the ETF may experience interim period results that deviate from the payoff profile line. However, the outcome at the conclusion of the point-to-point period will be within the parameters of the established payoff profile. Illustrated results do not include fund fees and expenses. Upside participation, downside participation, and buffer levels are fixed for the life of the Fund. The cap level is established at the beginning of each outcome period (approximately annually). The Fund will not consistently track the S&P 500.

<sup>1</sup> The S&P 500 Price Index is a broad measure of U.S. large cap stocks, and does not include the reinvestment of dividends.

<sup>2</sup> Fees and Expenses include the Fund's management fee of 0.79%, any shareholder transaction fees and any extraordinary expenses.

<sup>3</sup> This graph is provided merely to illustrate the outcomes that the Fund seeks to provide based upon the performance of the S&P 500 Price Index. The Fund may experience losses greater than 70%.

**DEFINED OUTCOME PROCESS**



POWERED BY:   

There is no assurance that the fund will achieve its investment objectives.

**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.

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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.

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