

Investor's Business Daily (IBD®) ETFs	TICKER	INCEPTION	INDEX	EXPENSE RATIO	
INNOVATOR IBD® 50 ETF	FFTY	4/9/2015	IBD® 50 Index	0.80% ¹	
INNOVATOR IBD® ETF LEADERS ETF	LDRS	12/21/2017	IBD® ETF Leaders Index	0.60%	
INNOVATOR IBD® BREAKOUT OPPORTUNITIES ETF	BOUT	9/13/2018	IBD® Breakout Stocks Index	0.80%	
Thematic ETFs	TICKER	INCEPTION	INDEX	EXPENSE RATIO	
INNOVATOR LUNT LOW VOL/HIGH BETA TACTICAL ETF	LVHB	10/20/2016	Lunt Capital US Large Cap Equity Rotation Index	0.49%	
INNOVATOR S&P INVESTMENT GRADE PREFERRED ETF	EPRF	5/24/2016	S&P U.S. High Quality Preferred Stock Index	0.47%	
INNOVATOR LOUP FRONTIER TECH ETF	LOUP	7/25/2018	Loup Frontier Tech Index	0.70%	
Defined Outcome ETFs - JULY SERIES	TICKER	OUTCOME PERIOD	BUFFER	CAP	EXPENSE RATIO
INNOVATOR S&P 500 BUFFER ETF	BJUL	8/28/2018 - 6/28/2019	9%	10.85%	0.79%
INNOVATOR S&P 500 POWER BUFFER ETF	PJUL	8/7/2018 - 6/28/2019	15%	8.11%	0.79%
INNOVATOR S&P 500 ULTRA BUFFER ETF	UJUL	8/7/2018 - 6/28/2019	30% (-5% to -35%)	8.77%	0.79%
Defined Outcome ETFs - OCTOBER SERIES	TICKER	OUTCOME PERIOD	BUFFER	CAP	EXPENSE RATIO
INNOVATOR S&P 500 BUFFER ETF	BOCT	9/30/2018 - 9/30/2019	9%	15.30%	0.79%
INNOVATOR S&P 500 POWER BUFFER ETF	POCT	9/30/2018 - 9/30/2019	15%	10.00%	0.79%
INNOVATOR S&P 500 ULTRA BUFFER ETF	UOCT	9/30/2018 - 9/30/2019	30% (-5% to -35%)	9.99%	0.79%

¹ The net expense ratio shown represents a contractual fee waiver in effect through 5/9/19.

The Defined Outcome ETFs seek to generate returns that match the S&P 500 Price Index, up to the Cap, while buffering against losses, before fees and expenses. 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. 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 downside risks. 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. There is no guarantee the fund will achieve its investment objective.

Investing involves risks. Principal loss is possible. The Funds' returns may not match the return of their respective Index they seek to track. 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.

The Defined Outcome Series 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 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. Similarly, 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. There is no guarantee that a Fund will achieve its investment objective.

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. The Funds will not terminate after the conclusion of an Outcome Period. After the conclusion of an Outcome Period, another will begin.

FLEX Options Risk. The Funds 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.

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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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