



Getting Started with Innovator ETFs[®]

Looking to add Innovator's Outcome-Based ETFs to client portfolios?

Here are three simple ways to get started.

	←  SIMPLICITY		PRECISION  →
	MANAGED FLOOR ETFs [®]	QUARTERLY BUFFER ETFs [™]	BUFFER ETFs [™]
WHAT?	Built to be a simple, uncapped, and evergreen solution for core equity exposure.	Structured to pursue the benefits of defined outcome investing , in a cost-effective, single-ticker solution.	Engineered to offer a known level of upside potential , with a defined amount of downside protection, over a specified outcome period.
WHY?	Managed Floor ETFs [®] are designed to outperform in down markets while maintaining uncapped exposure to the market's upside potential.	The 3-month outcome periods of Quarterly Buffer ETFs [™] equip them to: <ul style="list-style-type: none"> » Adapt more frequently to changing markets » Mitigate potential timing risks of longer outcome periods 	Buffer ETFs [™] enable risk-aware investing via upside participation with volatility reduction and loss mitigation.
WHO?	Advisors needing the upside return potential of equities, but wanting to limit their participation in deep drawdowns.	Advisors who like having defined investment outcomes, but want to simplify their exposure and process.	Advisors who: <ul style="list-style-type: none"> » Are managing the proceeds from the sale of a client's business » Want to consolidate and simplify their defined outcome product set » Are running risk-managed model portfolios
FEATURED TICKERS	<div style="background-color: #1a4d4d; color: white; padding: 5px; margin-bottom: 5px;">SFLR¹</div> <div style="background-color: #1a4d4d; color: white; padding: 5px; margin-bottom: 5px;">QFLR²</div> <div style="background-color: #1a4d4d; color: white; padding: 5px;">RFLR³</div>	<div style="background-color: #00a0a0; color: white; padding: 5px; margin-bottom: 5px;">BALT⁴</div> <div style="background-color: #00a0a0; color: white; padding: 5px; margin-bottom: 5px;">ZALT⁵</div> <div style="background-color: #00a0a0; color: white; padding: 5px;">EALT⁶</div>	<div style="background-color: #808080; color: white; padding: 5px; margin-bottom: 5px;">PJAN⁷</div> <div style="background-color: #808080; color: white; padding: 5px; margin-bottom: 5px;">NJAN⁸</div> <div style="background-color: #808080; color: white; padding: 5px;">KJAN⁹</div>



¹ Innovator Equity Managed Floor ETF® (“SFLR”)

² Innovator Nasdaq-100® Managed Floor ETF® (“QFLR”)

³ Innovator U.S. Small Cap Managed Floor ETF® (“RFLR”)

⁴ Innovator Defined Wealth Shield ETF (“BALT”)

⁵ Innovator U.S. Equity 10 Buffer ETF™ - Quarterly (“ZALT”)

⁶ Innovator U.S. Equity 5 to 15 Buffer ETF™ - Quarterly (“EALT”)

⁷ Innovator U.S. Equity Power Buffer ETF™ - January (“PJAN”)

⁸ Innovator Growth-100 Power Buffer ETF™ - January (“NJAN”)

⁹ Innovator U.S. Small Cap Power Buffer ETF™ - January (“KJAN”)

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.

Investing involves risks. Loss of principal is possible. 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, liquidity risk, management risk, market maker risk, market risk, non-diversification risk, operation risk, options risk, trading issues risk, upside participation risk and valuation risk. For a detail list of fund risks see the prospectus.

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

Fund shareholders are subject to an upside return cap (the “Cap”) that represents the maximum percentage return an investor can achieve from an investment in the Funds for the Outcome Period, before fees and expenses. If the Outcome Period has begun and the Fund has increased in value to a level near to the Cap, an investor purchasing at that price has little or no ability to achieve gains but remains vulnerable to downside risks. Additionally, the Cap may rise or fall from one Outcome Period to the next. The Cap, and the Fund’s position relative to it, should be considered before investing in the Fund. The Funds’ website, www.innovatoretfs.com, provides important Fund information as well information relating to the potential outcomes of an investment in a Fund on a daily basis.

The Funds only seeks to provide shareholders that hold shares for the entire Outcome Period with their respective buffer level against reference asset losses during the Outcome Period. You will bear all reference asset losses exceeding the buffer. Depending upon market conditions at the time of purchase, a shareholder that purchases shares after the Outcome Period has begun may also lose their entire investment. For instance, if the Outcome Period has begun and the Fund has decreased in value beyond the pre-determined buffer, an investor purchasing shares at that price may not benefit from the buffer. Similarly, if the Outcome Period has begun and the Fund has increased in value, an investor purchasing shares at that price may not benefit from the buffer until the Fund’s value has decreased to its value at the commencement of the Outcome Period.

FLEX Options Risk. The Funds will utilize FLEX Options issued and guaranteed

for settlement by the Options Clearing Corporation (OCC). 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 standard options. In a 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.

Floor ETF®. The Funds seek to provide risk-managed investment exposure to the U.S. Large Capitalization Companies represented by the Solactive GBS U.S. 500 Index, the Nasdaq-100, or the Solactive U.S. 2000 Index, respectively, through their hedging strategy. There is no guarantee that the Funds will be successful in implementing their strategy to provide a hedge against overall market exposure. The Funds seek to achieve their investment objective by purchasing substantially all of their assets in a series of four, one-year Flex Options packages with “laddered” expiration dates that are 3 months apart. The Funds will also systemically sell short dated call option contracts, which have an expiration date of approximately two weeks, with an objective of generating incremental returns above and beyond the premium outlay of the protective put option contracts. The Funds do not provide principal protection or non-principal protection, and an investor may experience significant losses on their investment.

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.

The following marks: Accelerated ETFs®, Accelerated Plus ETF®, Accelerated Return ETFs®, Barrier ETF®, Buffer ETF™, Defined Income ETF®, Defined Outcome Bond ETF®, Defined Outcome ETFs™, Defined Protection ETF™, Define Your Future®, Enhanced ETF™, Floor ETF®, Innovator ETFs®, Leading the Defined Outcome ETF Revolution™, Managed Buffer ETFs®, Managed Outcome ETFs®, Stacker ETF™, Step- Up™, Step- Up ETFs®, Target Protection ETF™, 100% Buffer ETFs™ and all related names, logos, product and service names, designs, and slogans are the trademarks of Innovator, its affiliates or licensors. Use of these terms is strictly prohibited without proper written authorization. All rights reserved.

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