



Define Your Future®

Innovator ETFs® Playbook

JANUARY 2025

FOR FINANCIAL PROFESSIONAL USE ONLY



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What are Buffer ETFs™?

Innovator Buffer ETFs™ are revolutionary risk-managed investment solutions that define your upside and downside return potential before you invest.

These ETFs track the price of a broad market asset to a cap and have a buffer on the downside, protecting you over a defined time frame, after which they reset.

All Buffer ETFs™ are made up of three components:

REFERENCE ASSET The underlying ETF or Index.	SPY	QQQ	IWM
	EFA		EEM
BUFFER LEVEL The amount of loss the ETF is designed to mitigate.	9%	10%	15%
	20%	30%	100%
OUTCOME PERIOD The amount of time over which the defined investment outcome is realized.	3-mo		6-mo
	1-yr		2-yr

Why Innovator?



Innovator is the **creator and industry-leading provider** of Buffer ETFs™.



After launching the world's first Buffer ETFs™ in August 2018, Innovator's growing suite **now offers more than 130 Defined Outcome ETFs™**, spanning the industry's widest range of tenors, reference assets, and buffer levels.



Buffer ETFs™ are in our DNA - they're what we specialize in. Whether you want a deep-dive analysis into how Buffer ETFs™ fit into client portfolios or a simple Buffer ETF™ 101 overview, we're ready to work with you every step of the way.



January 2025 Top Innovator ETF Ideas

Cash/Bonds

ZJAN

Equity Defined Protection ETF™ 1 Yr January

- » 100% Buffer on SPY
- » 7.53% Cap
- » 1-Year Outcome Period

BALT

Defined Wealth Shield ETF

- » 20% Buffer on SPY
- » 2.41% Cap
- » 3-Month Outcome Period

Hedged Equity

ZALT

U.S. Equity 10 Buffer ETF™

- » 10% Buffer on SPY
- » 3.31% Cap
- » 3-Month Outcome Period

PJAN

U.S. Equity Power Buffer ETF™

- » 15% Buffer on SPY
- » 12.03% Cap
- » 1-Year Outcome Period

Controlled Growth

SFLR

Equity Managed Floor ETF®

- » U.S. Large-Cap Equities
- » Laddered 10% Floors
- » Uncapped Upside Capture

QFLR

Nasdaq-100® Managed Floor ETF®

- » Nasdaq-100® Equities
- » Laddered 10% Floors
- » Uncapped Upside Capture



Problem: Stay Invested. Be Protected

Expected pro-growth policies support continued equity market growth, but any unforeseen disruptions to these narratives could make equities vulnerable to a correction.

Solution: SFLR: Equity Managed Floor ETF®

SFLR seeks to enable investors to access uncapped growth potential of large cap stocks while aiming to mitigate losses through a portfolio of 10% laddered floors.

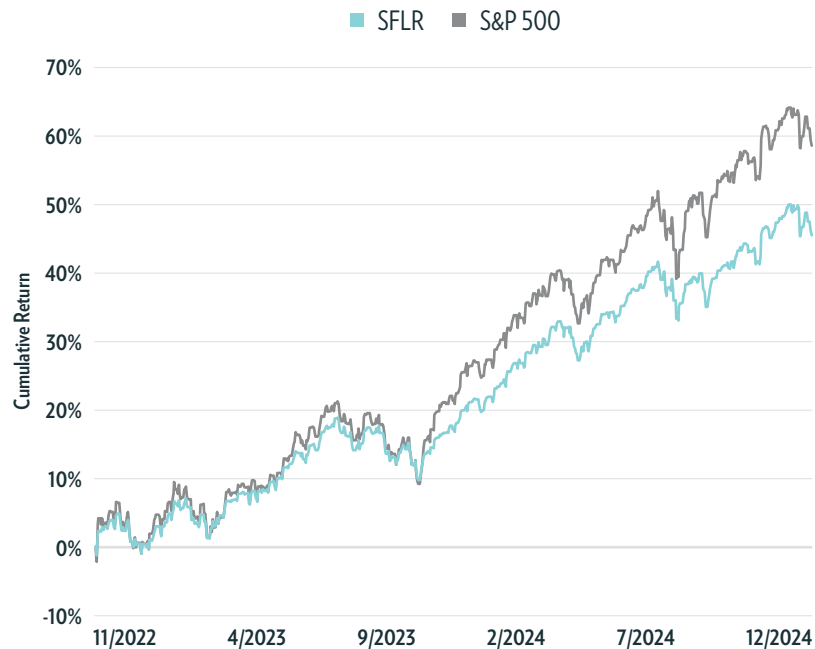
Following a large market decline, it can take years to recover losses even in well-performing segments of the market. With SFLR, investors are able to allocate towards large caps with built-in risk management against large declines.

SINCE INCEPTION PERFORMANCE

	SFLR	S&P 500
Annualized Return	19.05%	24.04%
Volatility	9.89%	13.86%
Return/Risk Ratio	1.93	1.73
Beta	0.70	1.00
Max Drawdown	-7.66%	-9.94%

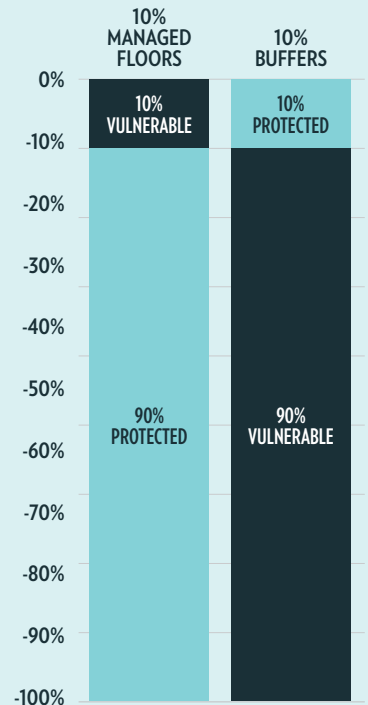
Source: Bloomberg L.P. Data from 11/9/2022 - 12/31/2024. Returns are based on NAV. Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. Visit innovatoretfs.com/SFLR for current month-end performance.

SFLR PERFORMANCE SINCE INCEPTION



Source: Bloomberg L.P. Data from 11/9/2022 - 12/31/2024

SFLR RISK MANAGEMENT PROCESS



Managed Floor ETFs® put options are purchased 10% out-of-the-money and laddered quarterly, to create a dynamic downside hedge that adapts to the market environment



Problem: Stay Invested. Be Protected

Expected pro-growth policies support continued equity market growth, but any unforeseen disruptions to these narratives could make equities vulnerable to a correction.

Solution: QFLR: Nasdaq-100® Managed Floor ETF®

QFLR gives you access to high-growth names found in the Nasdaq-100® while providing a volatility profile more in-line with the broad market.

A shallower drawdown can provide investors with peace of mind, encourage them to remain invested, and allow for a quicker recovery due to the smaller magnitude of the pullback.

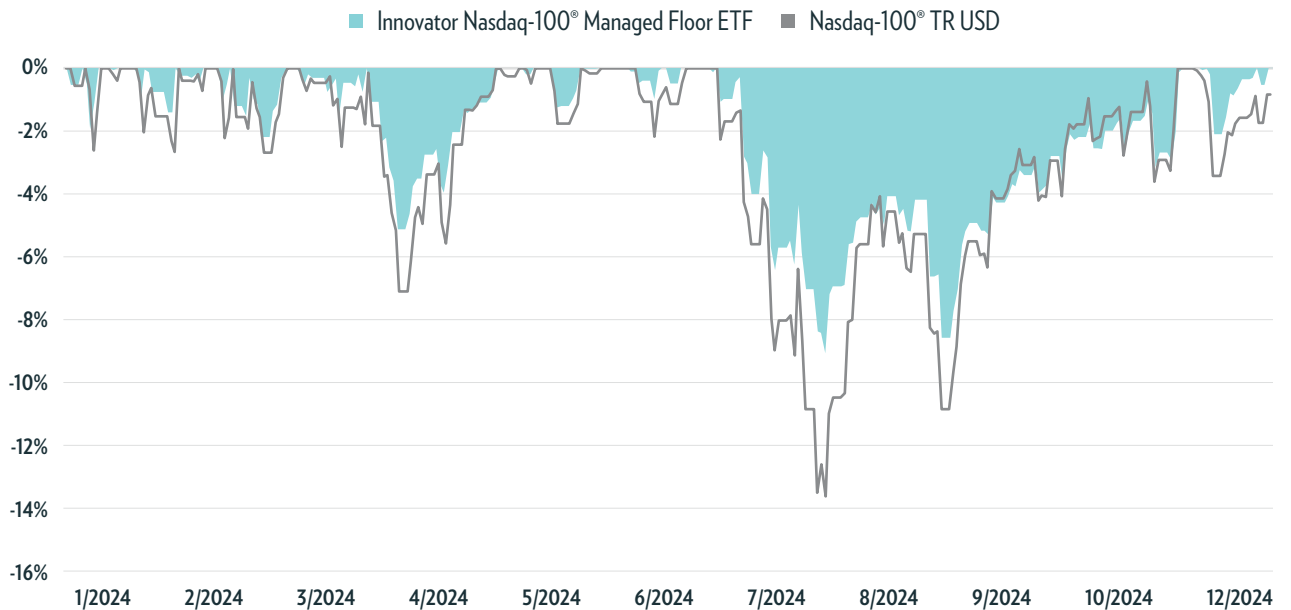
SINCE INCEPTION PERFORMANCE

	QFLR	NASDAQ-100®
Cumulative Return	16.88%	21.01%
Volatility	13.00%	18.36%
Return/Risk	1.39	1.23
Beta	0.68	1.00
Max Drawdown	-9.32%	-13.56%

Source: Bloomberg L.P. Data from 1/24/2024-12/31/2024. Returns are based on NAV. 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 annualized. Visit innovatoretfs.com/QFLR for current month-end performance.

PROTECTING ON THE PULLBACKS

QFLR's Historical Drawdown (%) vs the Nasdaq-100®



Source: Bloomberg L.P. Data from 1/31/2024 - 12/31/2024



Problem: Cash on the Sidelines

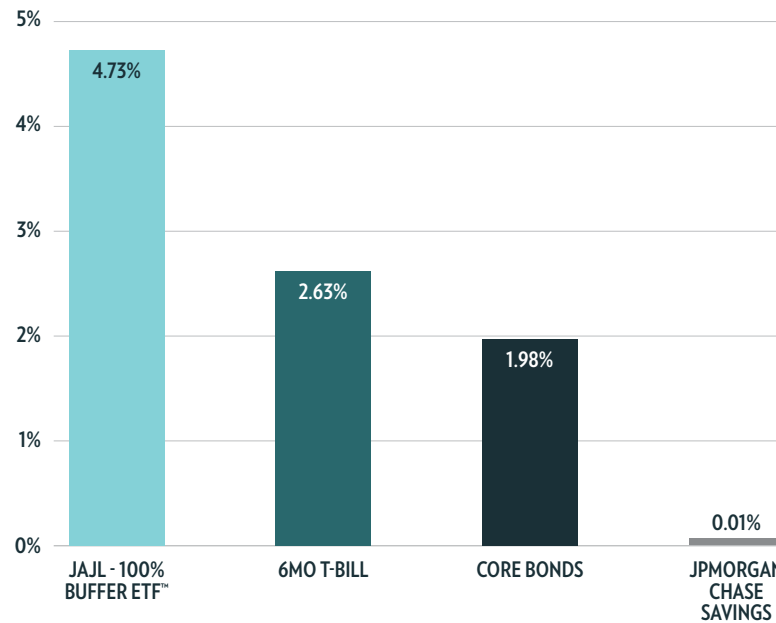
Idle cash may lose purchasing power rather than maintain it.

Solution: 100% Buffer ETFs™

100% Buffer ETFs™ give clients the potential to outperform cash without adding downside risk. These ETFs offer a number of benefits over competing structures:

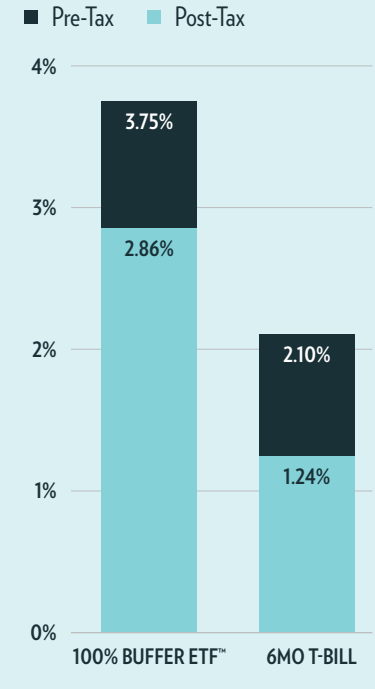
- » Tax-alpha
- » No credit risk
- » Daily liquidity
- » No surrender charges
- » 100% buffer every outcome period, before fees & expenses

6 MONTH 100% BUFFER OUTPERFORMANCE



Source: Bloomberg L.P. Data from 6/30/2024 - 12/31/2024. Core Bonds represented by the Bloomberg U.S. Aggregate Bond Index. Performance quoted represents past performance, which is no guarantee of future results. Returns are based on NAV. Returns are annualized. 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/JAHL for current month-end performance.

LONG-TERM CAP GAINS POTENTIAL OF 100% BUFFER ETFs™



Bloomberg L.P. Data as of 12/31/2024. 100% Buffer ETF is JAHL, Equity Defined Protection ETF 6-Mo January. For illustrative purposes only, not representative of any investment. The pre-tax returns are assumed rates that are not guaranteed.



Problem: Bonds Have Disappointed

The bond market has entered a new regime of negative returns and increased volatility.

The bond market's post-2021 performance has deteriorated sharply from its performance during the 10 years prior.

Even with the Fed's 2024 rate cuts, the long end of the curve has seen bond prices fall and rates rise, revealing the complexity of using bonds as a hedge.

We believe that the bond market is no longer a fail-safe source of risk management.

CORE BONDS

	Date Range: JAN 2012 to DEC 2021	Date Range: JAN 2022 to DEC 2024
Annualized Return	2.90%	-2.41%
Volatility	3.33%	6.89%
Return/Risk Ratio	0.87	-
Equity Down Capture	-9.35%	48.11%
Max Drawdown	-6.30%	-16.82%

SINCE FIRST FED CUT IN SEPT 2024

Fed Funds
Rate



100 BPS

10 Year
Treasury Yield



92 BPS

Source: Bloomberg L.P. Data from 12/30/2011-12/31/2021 and 12/31/2021-12/31/2024. Core Bonds is represented by the Bloomberg US Aggregate Bond Index.

Solution: BALT: 20% Quarterly Buffer on SPY

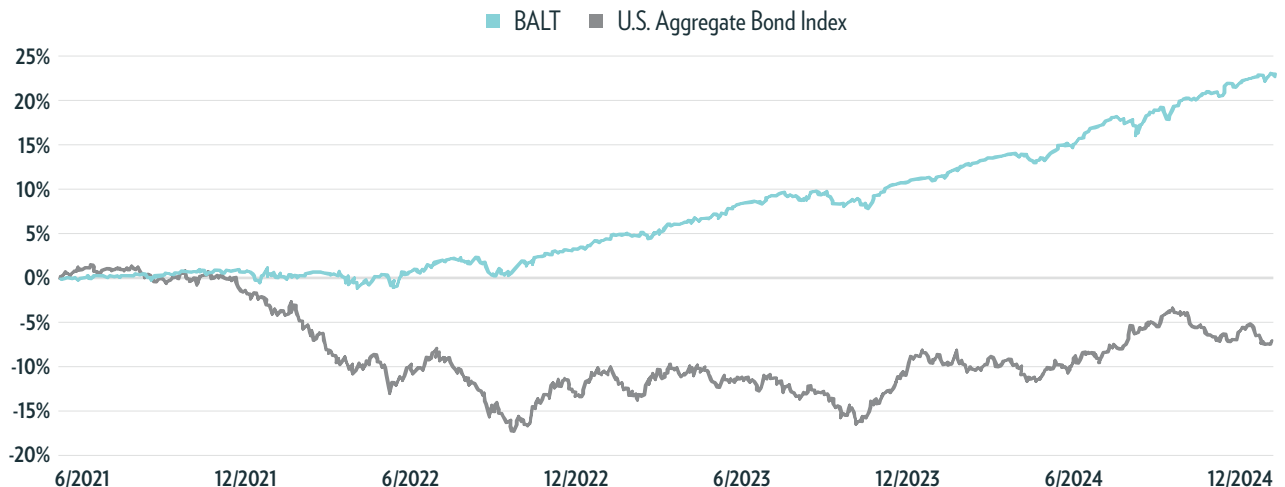
Since inception, BALT has outperformed core bonds by more than 25% while exhibiting less than half the volatility.

SINCE INCEPTION PERFORMANCE

	BALT	U.S. AGGREGATE BOND INDEX
Annualized Return	5.90%	-2.05%
Cumulative Return	22.25%	-6.99%
Volatility	3.17%	6.52%
Return/Risk Ratio	1.86	-
Equity Down Capture	6.12%	45.19%
Max Drawdown	-2.28%	-17.89%

Source: Bloomberg L.P. Data from 6/30/2021 - 12/31/2024

A NEW REGIME: BALT VS CORE BONDS SINCE BALT INCEPTION



Source: Bloomberg L.P. Data from 6/30/2021 - 12/31/2024. Returns are based on NAV. 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/balt for current month-end performance.



January Defined Outcome ETFs™

QUARTERLY BUFFER ETFs™

TICKER	REF. ASSET	BUFFER/FLOOR	OUTCOME PERIOD	STARTING CAP
BALT	SPY	20%	3 mo.	2.41%
ZALT	SPY	10%	3 mo.	3.31%
EALT	SPY	10% (-5 to -15%)	3 mo.	5.90%
QBUF	QQQ	10%	3 mo.	4.26%
RBUF	IWM	10%	3 mo.	4.85%
IBUF	EFA	10%	3 mo.	3.16%
EBUF	EEM	10%	3 mo.	3.08%

BUFFER ETFs™

TICKER	REF. ASSET	BUFFER/FLOOR	OUTCOME PERIOD	STARTING CAP
BJAN	SPY	9%	1 yr.	15.53%
PJAN	SPY	15%	1 yr.	12.03%
UJAN	SPY	30% (-5 to -35%)	1 yr.	11.81%
NJAN	QQQ	15%	1 yr.	15.00%
KJAN	IWM	15%	1 yr.	17.45%
IJAN	EFA	15%	1 yr.	20.24%
EJAN	EEM	15%	1 yr.	15.30%

100% BUFFER ETFs™

TICKER	REF. ASSET	BUFFER	OUTCOME PERIOD	STARTING CAP
JAJL	SPY	100%	6 mo.	3.75%
ZJAN	SPY	100%	1 yr.	7.53%
TJAN	SPY	100%	2 yr.	15.93%

FLOOR ETF®

TICKER	REF. ASSET	BUFFER	OUTCOME PERIOD	STARTING CAP
TJFL	TLT	5% Floor	3 mo.	11.50%

QUARTERLY ACCELERATED ETFs®

TICKER	REF. ASSET	UPSIDE/DOWNSIDE	OUTCOME PERIOD	STARTING CAP
XDQQ	QQQ	2x/1x	3 mo.	8.54%
XDSQ	SPY	2x/1x	3 mo.	6.30%

ANNUAL ACCELERATED ETFs®

TICKER	REF. ASSET	UPSIDE/DOWNSIDE	OUTCOME PERIOD	STARTING CAP
QTJA	QQQ	3x/1x	1 yr.	19.44%
XBJA	SPY	2x/1x + 9% Buffer	1 yr.	11.70%
XTJA	SPY	3x/1x	1 yr.	14.64%

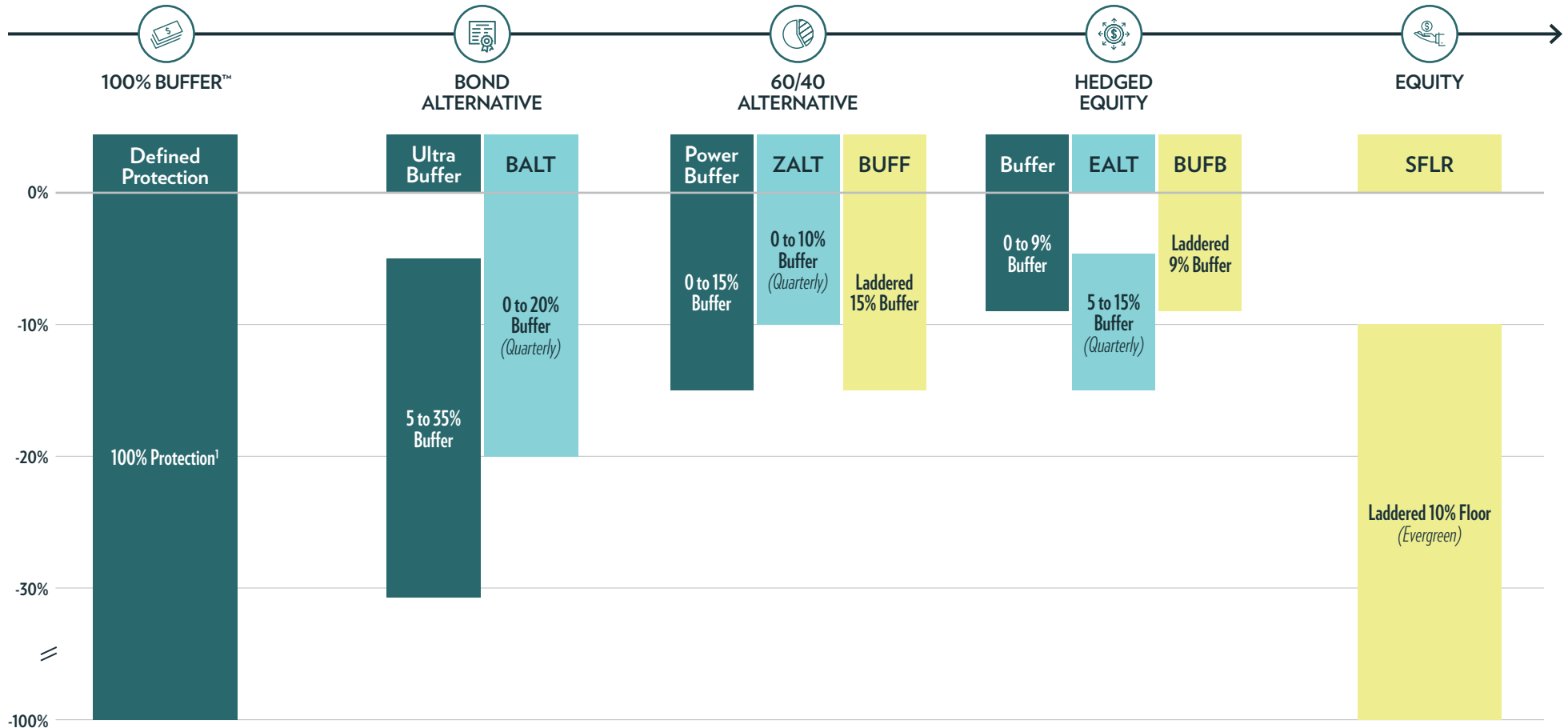
PREMIUM INCOME BARRIER ETFs™

TICKER	REF. ASSET	BUFFER/BARRIER	OUTCOME PERIOD	DISTRIBUTION RATE
JANH	SPX	20% Barrier	1 yr.	6.99%
JANJ	SPX	30% Barrier	1 yr.	5.86%
LJAN	SPY	15% Buffer	1 yr.	5.88%



U.S. Large Cap Equity Risk-Managed Solutions

■ Annual/Semi-Annual Buffer ETFs™ ■ Quarterly Reset Buffer ETFs™ ■ Managed Outcome ETFs®



¹ Before fees and expenses.



U.S. Large Cap Equity Risk-Managed Solutions

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MANAGED OUTCOME FUNDS	
1-YEAR OUTCOME SERIES														
Buffer	BJAN	BFEB	BMAR	BAPR	BMAY	BJUN	BJUL	BAUG	BSEP	BOCT	BNOV	BDEC	SFLR	10% Floor Protection
Power Buffer	PJAN	PFEB	PMAR	PAPR	PMAY	PJUN	PJUL	PAUG	PSEP	POCT	PNOV	PDEC	BUFF	15% Buffer Protection
Ultra Buffer	UJAN	UFEB	UMAR	UAPR	UMAY	UJUN	UJUL	UAUG	USEP	UOCT	UNOV	UDEC	BUFB	9% Buffer Protection
100% BUFFER SERIES														
6-Month	JAJL			APOC			JAJL			APOC				
1-Year	ZJAN	ZFEB*	ZMAR*	ZAPR*	ZMAY*	ZJUN*	ZJUL	ZAUG	ZSEP	ZOCT	ZNOV	ZDEK		
2-Years	AJAN ¹			AAPR			AJUL			AOCT				
	TJAN			TAPR*			TJUL			TOCT*				
QUARTERLY BUFFER SERIES														
BALT (0 to 20% Buffer)	BALT			BALT			BALT			BALT				
ZALT (0 to 10% Buffer)	ZALT			ZALT			ZALT			ZALT				
EALT (5 to 15% Buffer)	EALT			EALT			EALT			EALT				

¹AJAN Rebalances on January 2, 2026

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STANDARDIZED PERFORMANCE	NAV					MARKET PRICE				
	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION
QFLR	-	-	-	-	16.88%	-	-	-	-	17.00%
SFLR	19.84%	19.84%	-	-	19.08%	19.99%	19.99%	-	-	19.16%
JAJL	-	-	-	-	4.72%	-	-	-	-	4.80%
BALT	10.03%	10.03%	6.63%	-	5.90%	9.98%	9.98%	6.61%	-	5.91%

As of 12/31/2024. 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/performance for current month-end performance.

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.

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.

There is no guarantee the Fund will be successful in providing the sought-after protection. If the Outcome Period has begun and the Underlying ETF has increased in value, any appreciation of the Fund by virtue of increases in the Underlying ETF since the commencement of the Outcome Period will not be protected by the Buffer, and an investor could experience losses until the Underlying ETF returns to the original price at the commencement of the Outcome Period.

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.

FLEX Options Risk The Fund 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.

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.

Investors purchasing shares after an outcome period has begun may experience very different results than funds' investment objective. Initial outcome periods are approximately 1-year beginning on the funds' inception date. Following the initial outcome period, each subsequent outcome period will begin on the first day of the month the fund was inception. After the conclusion of an outcome period, another will begin.

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 Fund 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.

The Fund seeks to provide risk-managed investment exposure to the U.S. Large Capitalization Companies represented by the Solactive GBS United States 500 Index through its hedging strategy. There is no guarantee that the Fund will be successful in implementing its strategy to provide a hedge against overall market exposure. The fund seeks to achieve its investment objective by purchasing a series of four, one-year Flex Options packages with "laddered" expiration dates that are 3 months apart. The Fund will also systematically 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 Fund does not provide principal protection or non-principal protection, and an investor may experience significant losses on its investment. In a market environment where the Solactive GBS United States 500 Index is generally appreciating, the Fund may underperform the Solactive GBS United States 500 Index and/or similarly situated funds.

The Sub-Adviser will seek to "ladder" the Fund's option contracts by entering into new purchased put option contracts packages every three-months. After such put option contracts expire, the Fund will enter into new put option contracts with one-year expiration dates that are staggered every three months.

As a result of the Fund's laddered investment approach, on an ongoing basis the Fund will experience investment floors that are expected to be greater or less than the 10% floor provided by an individual Options Portfolio.

An investment in the Funds involves significant risks not associated with investment in cash or bonds. The Funds are not equivalent to cash or bonds.

This material does not constitute tax advice. Investors should consult with tax professionals for tax advice and not rely upon information disseminated by Innovator. Past distributions are not indicative of future distributions. Transactions in ETF shares may result in brokerage commissions and will generate tax consequences. Investors should consider their current and anticipated investment horizon and income tax bracket when making an investment decisions as illustrations herein do not reflect these factors. This material assumes a long term capital gains tax rate of 20% and an ordinary income tax rate of 37%.

The Funds' investment objectives, risks, charges and expenses should be carefully considered 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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