

Innovator Product Matrix

Use our product matrix to find an Innovator ETF that aligns with the intersection of your outlook and your conviction level.

		CONVICTION		
		LOW	MODERATE	HIGH
OUTLOOK	BULLISH	BJAN U.S. Equity Buffer ETF™ - January 9% 1-Yr Buffer on SPY*	SFLR Equity Managed Floor ETF® 10% Laddered Floors on SPY	XUSP Uncapped Accelerated U.S. Equity ETF Uncapped Acceleration on SPY
	NEUTRAL	ZALT U.S. Equity 10 Buffer ETF™ - Quarterly 10% Quarterly Buffer on SPY	PJAN U.S. Equity Power Buffer ETF™ - January 15% 1-Yr Buffer on SPY	JANH Premium Income 20 Barrier ETF™ - January Premium Income on SPY
	BEARISH	UJAN U.S. Equity Ultra Buffer ETF™ - January 30% 1-Yr Buffer on SPY	BALT Defined Wealth Shield ETF 20% Quarterly Buffer on SPY	ZJAN Equity Defined Protection ETF™ - 1 Yr January 100% 1-Yr Buffer on SPY

*SPDR S&P 500 ETF Trust ("SPY")



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.

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.

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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