

Innovator Hedged Nasdaq-100[®] ETF

MANAGED OUTCOME ETFs[™]

OVERVIEW

The Innovator Hedged Nasdaq-100[®] ETF is designed to participate in Nasdaq-100 upside while mitigating volatility during market declines—no matter when you invest. This dampened volatility is intended to lead to competitive risk-adjusted returns.

There is no guarantee that the Fund will be successful in implementing its strategy to provide hedged market exposure.

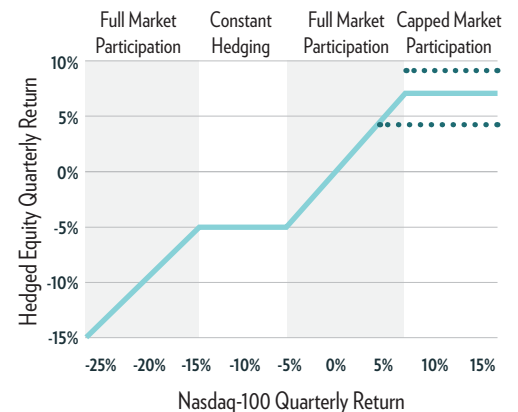
DETAILS

Ticker	QHDG
Listing Date	August 20, 2024
Exposure	Nasdaq-100 Index
Expense ratio	0.79%
Number of Holdings	104
Net assets	\$1.25M
Exchange	Nasdaq

KEY POINTS

- » Exposure to Nasdaq-100 equities
- » Options hedge overlay, managed by Milliman Financial Risk Management
- » Long-term, conservative growth equity solution
- » Low-cost, flexible, liquid, and transparent
- » Tax-efficient[†]

MANAGED-OUTCOME FOCUS



For illustrative purposes only. Does not represent or predict fund performance.

PERFORMANCE

	YTD	1yr	3yr	5yr	Inception
ETF NAV	-	-	-	-	-
ETF Market Price	-	-	-	-	-
Nasdaq-100 Index	-	-	-	-	-

Data as of 8/20/2024. The Fund inception on 8/19/2024. 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 quoted. Visit innovatoretf.com/QHDG for current month-end performance. One cannot invest directly in an index. Index returns do not account for fund fees and expenses.

ANALYSIS

	Standard Deviation	Beta	Sharpe
ETF	-	-	-
Nasdaq-100 Index	-	-	-

Since inception.



HOW THE ETF WORKS

QH DG seeks to provide capital appreciation through participation in Nasdaq-100 equities while seeking to manage risk through an options overlay providing quarterly protection against market drops between -5% and -15%.



HOLDINGS

Options	Strike	Expiration	Top 10 Equity Holdings	Weight
Sold Put Option	409.08	9/30/2024	Apple Inc	8.96%
Purchased Put Option	457.21	9/30/2024	NVIDIA Corp	8.27%
Sold Call Option	505.00	9/30/2024	Microsoft Corp	8.09%
			Broadcom Inc.	5.19%
			Amazon.com Inc	4.80%
			Facebook Inc	4.78%
			Tesla Inc	2.78%
			Costco Wholesale Corp	2.58%
			Alphabet Inc	2.53%
			Alphabet Inc	2.45%

Subject to change.

IMPORTANT RISK INFORMATION

†ETFs use creation units, which allow for the purchase and sale of assets in the fund collectively. Consequently, ETFs usually generate fewer capital gain distributions overall, which can make them somewhat more tax-efficient than mutual funds.

The Nasdaq 100 Index is comprised of the 100 largest, most actively traded U.S. companies listed on the Nasdaq stock exchange. Standard Deviation is a measure of how spread out the prices or returns of asset are on average. Beta is a measure of volatility. Sharpe Ratio is a risk-adjusted measure calculated using standard deviation.

The Fund does not provide principal protection or non-principal protection, and an investor may experience significant losses on its investment, including the loss of its entire investment.

The Fund seeks to provide shareholders with the potential for hedged downside protection against significant declines in the Nasdaq-100 Portfolio through an Options Portfolio that references the price return of the Underlying ETF, a unit investment trust that seeks to track the investment results, before fees and expenses, of the Nasdaq-100. **While the Sub-Adviser will seek to construct the Options Portfolio contracts on the Underlying ETF, which has a substantially similar investment exposure to the Nasdaq-100 Portfolio, any differences between the return of the Nasdaq-100 Portfolio versus that of the Underlying ETF may cause investors to not receive the full benefit of the hedging strategy, which is also not guaranteed.**

The Options Portfolio is structured to seek to provide the Fund with hedged downside protection against Underlying ETF losses between 5% and 15% for each Option Portfolio Period. The Fund will bear the first 5% of Underlying ETF losses and all Underlying ETF losses exceeding 15% on a one-to-one basis over an Option Portfolio Period. **Such protection may only be realized by investors who continuously hold Shares from the commencement of the approximately three-month Options Portfolio Period until its conclusion. To the extent an investor purchases or sells Shares after the Options Portfolio contracts are entered into or before the expiration of an Option Portfolio Period, such investor may not receive the full sought-after hedging strategy. The sought-after downside hedged protection is not guaranteed**

and is provided prior to taking into account the Fund's annual management fee, transaction fees and any extraordinary expenses incurred by the Fund. These fees will have the effect of lowering the sought-after hedged downside protection for investors. The Fund may not be successful in limiting losses for investors through its usage of put option contracts in the Options Portfolio.

The Fund seeks to provide capital appreciation and a level of hedged downside protection.

The Fund will forego upside returns of the Nasdaq-100 Portfolio beyond the level of the strike price of each sold call option on the Underlying ETF over an Option Portfolio Period.

The Sub-Adviser will seek to construct the Options Portfolio contracts on the Underlying ETF, which has a substantially similar investment exposure to the Nasdaq-100 Portfolio, any differences between the return of the Nasdaq-100 Portfolio versus that of the Underlying ETF may cause investors to not receive the full benefit of the hedging strategy, which is also not guaranteed.

The following marks: Accelerated ETFs®, Accelerated Plus ETF®, Accelerated Return ETFs®, Barrier ETF®, Buffer 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®, Step-Up™, Step-Up ETFs™, Target Protection ETF™ and all related names, logos, product and service names, designs, and slogans are the trademarks of Innovator Capital Management, LLC, its affiliates or licensors. Use of these terms is strictly prohibited without proper written authorization.

The Fund's investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus contains this and other important information, and it may be obtained at www.innovatorretfs.com. Read it carefully before investing.

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