

Innovator Defined Wealth Shield ETF (BALT)

Ticker	BALT
Listing Date	July 1, 2021
Expense Ratio (Annual)	0.69%
Exchange	Cboe BZX
Series	Quarterly
Target Quarterly Buffer	20%
April 2024 Starting Quarterly Cap	2.94%

INVESTMENT OBJECTIVE

The Innovator Defined Wealth Shield ETF seeks to track the return of the SPDR S&P 500 ETF Trust (SPY), to a cap, and provide a measure of downside protection by seeking to buffer investors against losses. The ETF targets a 20% buffer every 3-month outcome period.

DIVERSIFY BOND RISK WITH BALT

Why BALT?

Upside exposure of US equities to a cap, with a 20% buffer against losses every quarter

Hedge equity risk with a potentially more attractive upside relative to bonds

Historical volatility more in line with bonds than equities, without taking on interest rate risk.

Delivering As Designed

Since its inception, BALT has outperformed bonds, while exhibiting bond-like volatility.

	BALT	Core Bonds	Corporates	High Yield	S&P 500 TR
Return	4.8%	-3.3%	-3.3%	1.2%	9.3%
Volatility	3.2%	6.8%	7.7%	6.6%	17.8%
Max Drawdown	-2.3%	-17.9%	-22.0%	-14.9%	-24.5%
Return/Risk	1.51	-0.49	-0.42	0.19	0.52

As of 3/31/2024. Source: Bloomberg LP. Volatility is a statistical measure of the dispersion of returns for a particular asset or index. Max drawdown is the peak-to-trough decline of an asset or index during a specific period. Return/Risk is the relationship between the amount of risk undertaken in that investment and the amount of return gained on an investment. Core Bonds, Corporates, and High Yield are represented respectively by the following ICE BofA indices: US Broad Market, US Corporate, US High Yield, 1-3 Year US Treasury.

Standardized Returns	YTD	1 Year	3 Year	5 Year	Since Inception
BALT NAV	2.39%	7.40%	-	-	4.80%
BALT Closing Price	2.42%	7.46%	-	-	4.84%

Data as of 3/31/24.

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 innovatoretf.com for current month-end performance.

The referenced indices are shown for general market comparisons. Investors cannot directly invest in an index and unmanaged index returns do not reflect any fees, expenses or sales charges. Each of these indices represent asset classes that have their own set of characteristics and risks that may differ from actual investments and investors should consider these risks carefully prior to making any investment decisions. Comparisons to indexes have limitations. Particularly, index results do not represent actual trading or any material economic and market factors that might have had an impact on an adviser's decision making. The data shown does not reflect or compare features of an actual investment, such as its objectives, costs and expenses, liquidity, safety, guarantees or insurance, fluctuation of principal or return, or tax features.



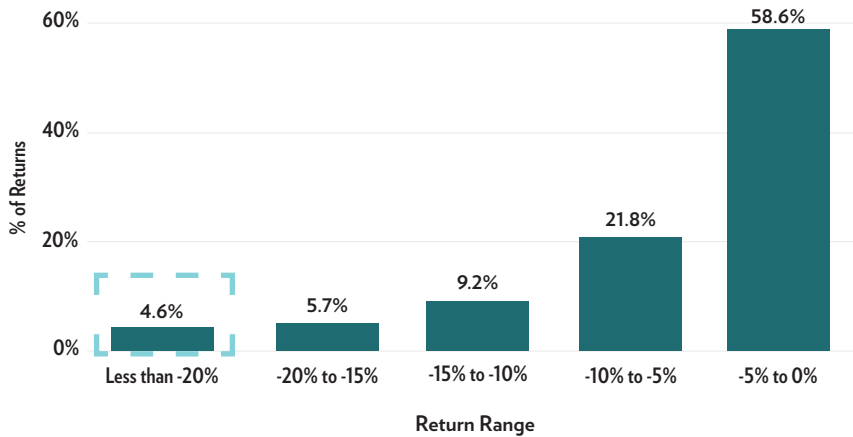
HOW ARE ADVISORS USING BALT?



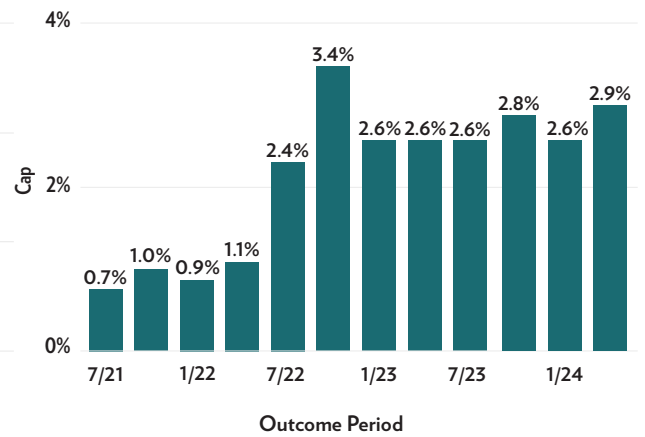
How Effective is a Quarterly 20% Buffer?

There have only been four calendar quarters since 1950 where the S&P 500 fell more than 20%.

S&P 500 DISTRIBUTION OF NEGATIVE QUARTERLY RETURNS



BALT HISTORICAL CAPS



Source: Bloomberg LP, from January 1, 1950 to March 31, 2024

An Important Note about Buffers and Bonds

BALT uses FLEX options to gain exposure. BALT carries equity risk, which has historically been greater than bond risk. In order to produce a positive return, BALT needs equities to rise. If the equities fall more than the predetermined buffer, investors risk a loss. Unlike bonds, Buffer ETFs™ cannot rise when equities fall.

Unlike equities, bonds pay coupons and their returns are not directly tied to the equity market. The price of a bond does not need to increase for an investor to profit. In addition, the price of bonds are affected by supply and demand. As a result bonds price have historically risen when equities have fallen as investors seek safety outside of equities. Bonds have maturity dates at which point principal must be repaid or a default occurs. Bonds are higher in the capital structure than equities and therefore carry significantly lower risk of loss. In addition, Buffer ETFs™ do not provide income which is the typical investment objective of bond funds. The underlying options provide exposure to the price-return of their respective reference asset and therefore investors do not receive dividends or investment income through an investment in a Buffer ETF™.

The fund has 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.

BALT is 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 inceptioned. 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 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 innovatoretfs.com. Read it carefully before investing. Innovator ETFs are distributed by Foreside Fund Services, LLC.

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