

Innovator U.S. Equity 5 to 15 Buffer ETF—Quarterly (EALT)

Ticker	EALT
Listing Date	October 2, 2023
Expense Ratio (Annual)	0.69%
Exchange	Cboe BZX
Series	Quarterly
Target Quarterly Buffer	10% (-5% to -15%)
April 2024 Starting Quarterly Cap	8.06%

INVESTMENT OBJECTIVE

The Innovator US Equity 5 to 15 Buffer ETF is designed to track the return of the SPDR S&P 500 ETF Trust (SPY), to a cap, and provide a buffer from -5% to -15%, over each 3-month outcome period.

A POTENTIAL HEDGED EQUITY STRATEGY

Why EALT?

EALT is Innovator's most growth-oriented quarterly buffer ETF

Hedge equity exposure with a single ticker

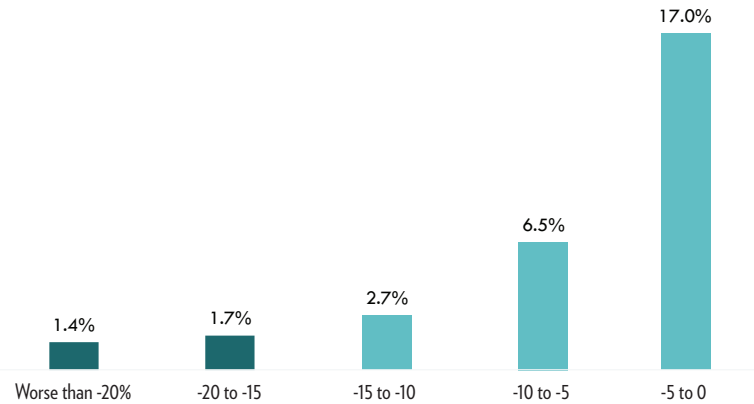
Invest in equities with reduced volatility and drawdown

Why a Buffer from -5 to -15% over three months?

A highly efficient buffer for a hedged equity strategy.

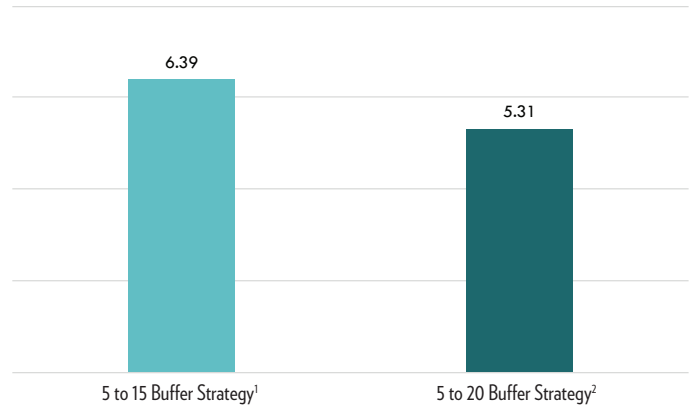
More upside potential than other quarterly buffer strategies.

Distribution of S&P 500 Quarterly Returns Since 1950 (%)



Source: Bloomberg, L.P. Data from 12/31/1949 to 3/31/2024.

Average Caps (%)



Source: MerQube. Data from 12/30/2005 to 3/31/2024.

¹ The -5 to -20% Buffer Index is the MerQube US Large Cap Moderate 20 Buffer Index, which measures the performance of a quarterly 15% buffer (starting at -5%) and cap on the SPDR S&P 500 ETF.
² The -5 to -15% Buffer is the MerQube US Large Cap 5% to 15% Quarterly Buffer Index, which measures the performance of a quarterly 10% buffer (starting at -5%) and cap on the SPDR S&P 500 ETF.



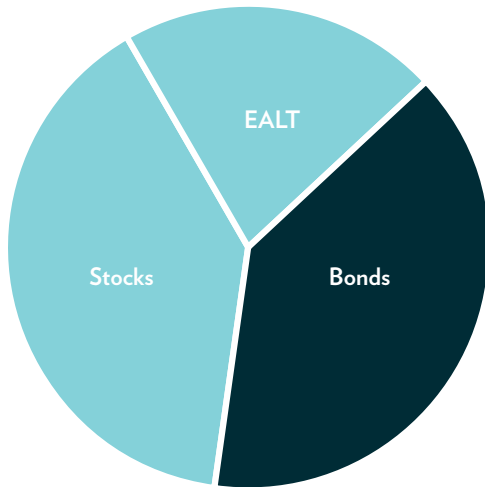
HOW ARE ADVISORS USING EALT?

1

Hedged Equity

2

Increase Equity Exposure for Clients with Moderate Risk Tolerance



We recommend using **EALT** on the equity side of the portfolio.

This **maintains** the same percentage of equity exposure, but with an improved risk profile.

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.

EALT 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 3 months 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 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.

New Fund Risk. The Fund is a recently organized investment company with no operating history. As a result, prospective investors have no track record or history on which to base their investment decision. Moreover, investors will not be able to evaluate the Fund against one or more comparable funds on the basis of relative performance until the Fund has established a track record.

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