

INNOVATOR GRADIENT TACTICAL ROTATION STRATEGY ETF (IGTR)

ABOUT

- » Tactical exposure to global equities and factors
- » Uses a rules-based methodology
- » Seeks long-term capital appreciation and outperformance over the global equity market
- » During steep and sustained declines among all global equity markets, has the option to move to a 100% cash position

UPDATE

On October 1st, IGTR rotated into the International Developed Momentum Index.

- » The International Developed Momentum Index screens for stocks within Int'l Developed Markets (ex. U.S. and South Korea)
- » The index is 100% rules-based and continually rebalances to allocate to those stocks that have shown persistent momentum
- » This shift to international equity is substantial, as U.S. markets have dominated their global counterparts for the better part of the last decade
- » For the growth sleeve of portfolios focused on long-term capital appreciation, it's crucial to have a strategy (like IGTR) that can rotate outside of the U.S.

CURRENT TOP 10 HOLDINGS OF IGTR

TICKER	COMPANY	SECTOR	WEIGHT
NONOF	Novo Nordisk A/S-B	Health Care	4.35%
MBFJF	Mitsubishi Ufj Financial Gro	Financials	2.97%
SAPGF	Sap Se	Information Technology	2.93%
HBCYF	Hsbc Holdings Plc	Financials	2.80%
MSBHF	Mitsubishi Corp	Industrials	2.57%
SMFNF	Sumitomo Mitsui Financial Gr	Financials	2.33%
SMAWF	Siemens Ag-Reg	Industrials	2.31%
BHPLF	Bhp Group Ltd	Materials	2.23%
MITSF	Mitsui & Co Ltd	Industrials	2.09%
ALIZF	Allianz Se-Reg	Financials	1.88%

**As of 10/4/2023. Holdings are subject to change.*

THE CASE FOR IGTR

Over the decade ending 2021, U.S. Equities returned 16.5%, well above the long-term average return of equities of 8%. This period of higher-than-normal returns for U.S. Equities is not guaranteed to continue. We believe it's more important now than ever to have exposure to global equities and be well positioned for any potential return disparities. Especially for growth allocations, we believe it's more important now than ever to be invested in strategies that can rotate around the globe, and be well positioned for any potential return disparities.



The Funds' 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. There is no guarantee the Fund will be successful in providing its investment objective.

The Fund seeks to achieve its investment objective by identifying the global equity market segment that is displaying the strongest price momentum metrics, as described below. Pursuant to its investment strategy, the Fund will invest in equity securities, which will include direct investments in U.S. and non-U.S. listed common stocks and depositary receipts. The Fund's direct investments in non-U.S. listed securities may be denominated in foreign currency.

Non-U.S. securities and Emerging Markets are subject to higher volatility than securities of domestic issuers due to possible adverse political, social or economic developments, restrictions on foreign investment or exchange of securities, lack of liquidity, currency exchange rates, excessive taxation, government seizure of assets, different legal or accounting standards, and less government supervision and regulation of securities exchanges in foreign countries.

Depositary Receipts Risk The Fund invests in depositary receipts which are currently expected to be comprised of American Depositary Receipts (ADRs) and Global Depositary Receipts (GDRs). Depositary receipts, such as ADRs or GDRs, may be subject to certain of the risks associated with direct investments in the securities of foreign companies, such as currency, political, economic and market risks, because their values depend on the performance of the non-dollar denominated underlying foreign securities.

The Fund expects to declare and distribute all of its net investment income and its net realized capital gains, if any, at least annually. The Fund may distribute such income dividends and capital gains more frequently, if necessary, in order to reduce or eliminate federal excise or income taxes on the Fund. The amount of any distribution will vary, and there is no guarantee the Fund will pay either an income dividend or a capital gains distribution.

A momentum style of investing emphasizes investing in securities that have had stronger recent performance compared to other securities, on the basis that these securities will continue to increase in value. Securities that previously exhibited relatively high momentum characteristics may not experience positive momentum or may experience more volatility than the market as a whole. High momentum may also be a sign that the securities' prices have peaked, and therefore the returns of such securities may be less than the returns of other styles of investing. The performance of the Fund and the Market Segment Indices that represent the global equity market segments the Fund invests in may vary for a variety of reasons.

The S&P Global Broad Market Index is designed to capture the global, investable opportunity set.

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