



INNOVATOR

Annual Report

**INNOVATOR U.S. EQUITY
DEFINED OUTCOME &
PREMIUM INCOME ETFS**

October 31, 2023
Innovator ETFs Trust

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Letter to Shareholders (Unaudited)

Dear Valued Shareholders,

The 12-month period ending October 31, 2023 played out differently than many had anticipated. The S&P 500 climbed nearly 20% during the first nine months, only to fall 11% during the last three months. The recession that many expected to come never manifested, but signs of its approach began to take form.

In its fight against inflation, the Federal Reserve continued the tightening cycle it had begun earlier in 2022. In addition to increasing the Fed Funds rate 2.25 percentage points, it also reduced the size of its balance sheet by more than \$800 billion over the period. These efforts appeared to pay off, as inflation fell from 7.7% at the start of the period to 3.2% by the end of it. Whether or not the Fed will be able to get inflation back down to its 2% target without also triggering a recession remains to be seen.

Equity market volatility trended lower over the period as investors grew increasingly confident that the Fed was moving closer to the end of its hawkish posture. Over the period, five stocks accounted for more than 75% of the S&P 500's 10.1% return, hinting at the risks of such a broad index being dominated by so few constituents.

In the face of equity market uncertainty and bond market volatility, investors continued to look for ways to maintain exposure to the market's upside potential while also seeking to mitigate downside risk. During the period, Innovator brought 20 new ETFs to market, including the first Defined Income and Defined Protection ETFs. Strong inflows contributed to a 60% increase in our assets under management. In August, we marked the five-year anniversary of the launch of the world's first Defined Outcome ETFs. Today, with close to 100 Defined Outcome ETFs, we offer the industry's largest and widest ranging lineup and we have no intention of slowing down.

On behalf of the team at Innovator, thank you for the confidence and trust you've place in us and our products over the past year. We are eager to continue working with you in the months ahead and wish you all the best in the coming year.



Bruce Bond,
CEO

Letter to Shareholders (Unaudited) (Continued)

Market data sourced from Bloomberg LP

The views in this report were those of the Fund's CEO as of October 31, 2023 and may not reflect his views on the date that this report is first published or anytime thereafter. These views are intended to assist shareholders in understanding their investments and do not constitute investment advice.

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' investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus and summary 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.

Fund Performance Overview (Unaudited)

The performance overview below applies to the following funds:

- Innovator U.S. Equity Buffer ETF – January
- Innovator U.S. Equity Buffer ETF – February
- Innovator U.S. Equity Buffer ETF – March
- Innovator U.S. Equity Buffer ETF – April
- Innovator U.S. Equity Buffer ETF – May
- Innovator U.S. Equity Buffer ETF – June
- Innovator U.S. Equity Buffer ETF – July
- Innovator U.S. Equity Buffer ETF – August
- Innovator U.S. Equity Buffer ETF – September
- Innovator U.S. Equity Buffer ETF – October
- Innovator U.S. Equity Buffer ETF – November
- Innovator U.S. Equity Buffer ETF – December
- Innovator U.S. Equity Power Buffer ETF – January
- Innovator U.S. Equity Power Buffer ETF – February
- Innovator U.S. Equity Power Buffer ETF – March
- Innovator U.S. Equity Power Buffer ETF – April
- Innovator U.S. Equity Power Buffer ETF – May
- Innovator U.S. Equity Power Buffer ETF – June
- Innovator U.S. Equity Power Buffer ETF – July
- Innovator U.S. Equity Power Buffer ETF – August
- Innovator U.S. Equity Power Buffer ETF – September
- Innovator U.S. Equity Power Buffer ETF – October
- Innovator U.S. Equity Power Buffer ETF – November
- Innovator U.S. Equity Power Buffer ETF – December
- Innovator U.S. Equity Ultra Buffer ETF – January
- Innovator U.S. Equity Ultra Buffer ETF – February
- Innovator U.S. Equity Ultra Buffer ETF – March
- Innovator U.S. Equity Ultra Buffer ETF – April
- Innovator U.S. Equity Ultra Buffer ETF – May
- Innovator U.S. Equity Ultra Buffer ETF – June
- Innovator U.S. Equity Ultra Buffer ETF – July
- Innovator U.S. Equity Ultra Buffer ETF – August
- Innovator U.S. Equity Ultra Buffer ETF – September
- Innovator U.S. Equity Ultra Buffer ETF – October
- Innovator U.S. Equity Ultra Buffer ETF – November
- Innovator U.S. Equity Ultra Buffer ETF – December
- Innovator U.S. Equity 5 to 15 Buffer ETF – Quarterly
- Innovator U.S. Equity 10 Buffer ETF – Quarterly

Fund Performance Overview (Unaudited) (Continued)

The Fund seeks to match the price returns of the SPDR S&P 500 ETF Trust (SPY) up to a stated upside Cap, while limiting downside losses to SPY by the amount of its stated Buffer over the course of the Outcome Period. Because the periods contemplated herein do not align with the Outcome Period of the Funds [(with the exception of [November funds]), the Funds' performance stated over the periods covered by this report does not reflect the implementation of the Funds' investment strategy for the full Outcome Period.

In markets where the S&P 500 Index is down, the risk mitigation attributes of the stated Buffer provide an opportunity for the Funds to soften market losses during the reporting periods and outperform the S&P 500 Index. Alternatively, in markets where the S&P 500 Index is appreciating, the risk mitigation attributes of the Buffer may limit the upside performance over the reporting periods by virtue of the Fund's Cap, which limits the amount of potential Fund gains and represents the absolute maximum return that the Fund can achieve for its Outcome Period. The effect of the Cap and the Buffer will also cause the Fund to experience different returns than SPY.

The S&P 500 Index delivered strong positive returns over the year ending October 31st, 2023 – largely driven by the performance of the "Magnificent 7" stocks as well as expectations of more accommodative monetary policy in the near future.

The Funds' website, www.innovatoretfs.com, provides important information relating to each Fund, including potential Outcomes of an investment in the Fund. One cannot invest directly in an index. Past performance does not guarantee future results.

Fund Performance Overview (Unaudited) (Continued)

The performance overview below applies to the following funds:

- Innovator Premium Income 10 Barrier ETF – April
- Innovator Premium Income 20 Barrier ETF – April
- Innovator Premium Income 30 Barrier ETF – April
- Innovator Premium Income 40 Barrier ETF – April
- Innovator Premium Income 10 Barrier ETF – July
- Innovator Premium Income 20 Barrier ETF – July
- Innovator Premium Income 30 Barrier ETF – July
- Innovator Premium Income 40 Barrier ETF – July
- Innovator Premium Income 10 Barrier ETF – October
- Innovator Premium Income 10 Barrier ETF – October
- Innovator Premium Income 10 Barrier ETF – October
- Innovator Premium Income 10 Barrier ETF – October

The Funds seek to provide an income-oriented defined outcome strategy which limits the total return a Fund may provide over the course of the Outcome Period to the Defined Distribution Rate, while potentially limiting downside losses experienced by the S&P 500 Price Return Index (SPX) at the end of the Outcome Period through the implementation of a Barrier. Because the periods contemplated herein do not align with the Outcome Period of the Funds, the Funds' performance stated over the periods covered by this report does not reflect the implementation of the Funds' investment strategy for the full Outcome Period.

In markets where the S&P 500 Index is down, the risk mitigation attributes of the stated Barrier provide an opportunity for the Funds to soften market losses during the reporting periods and outperform the S&P 500 Index. Alternatively, in markets where the S&P 500 Index is appreciating, the structure of the Fund's investments is such that the Fund will not participate in the upside returns of such index, and the total return provided will be the Fund's stated Defined Distribution Rate, which limits the amount of potential Fund gains and represents the absolute maximum return that the Fund can achieve for its Outcome Period. The effect of the Defined Distribution Rate and the Barrier will cause the Fund to experience different returns than SPX.

The S&P 500 Index delivered strong positive returns over the year ending October 31st, 2023 – largely driven by the performance of the "Magnificent 7" stocks as well as expectations of more accommodative monetary policy in the near future. *The Funds' website, www.innovatoretfs.com, provides important information relating to each Fund, including potential Outcomes of an investment in the Fund. One cannot invest directly in an index. Past performance does not guarantee future results.*

Fund Performance Overview (Unaudited) (Continued)

The performance overview below applies to the following funds:

- Innovator Premium Income 9 Buffer ETF – October
- Innovator Premium Income 15 Buffer ETF – October

The Funds seek to provide an income-oriented defined outcome strategy which limits the total return a Fund may provide over the course of the Outcome Period to the Defined Distribution Rate, while potentially limiting downside losses experienced by the SPDR S&P 500 ETF Trust (SPY) at the end of the Outcome Period through the implementation of a Buffer. Because the periods contemplated herein do not align with the Outcome Period of the Funds, the Funds' performance stated over the periods covered by this report does not reflect the implementation of the Funds' investment strategy for the full Outcome Period.

In markets where the S&P 500 Index is down, the risk mitigation attributes of the stated Buffer provide an opportunity for the Funds to soften market losses during the reporting periods and outperform the S&P 500 Index. Alternatively, in markets where the S&P 500 Index is appreciating, the structure of the Fund's investments is such that the Fund will not participate in the upside returns of such index, and the total return provided will be the Fund's stated Defined Distribution Rate, which limits the amount of potential Fund gains and represents the absolute maximum return that the Fund can achieve for its Outcome Period. The effect of the Defined Distribution Rate and the Buffer will cause the Fund to experience different returns than SPY.

The S&P 500 Index delivered strong positive returns over the year ending October 31st, 2023 – largely driven by the performance of the "Magnificent 7" stocks as well as expectations of more accommodative monetary policy in the near future.

The Funds' website, www.innovatoretfs.com, provides important information relating to each Fund, including potential Outcomes of an investment in the Fund. One cannot invest directly in an index. Past performance does not guarantee future results.

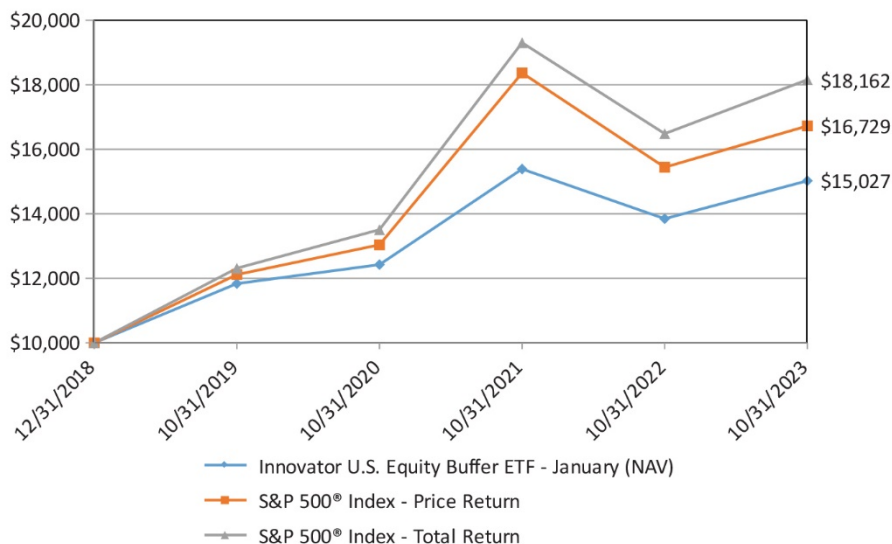
INNOVATOR U.S. EQUITY BUFFER ETF – JANUARY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF - January from its inception (December 31, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - January			
NAV Return	8.50%	6.53%	8.79%
Market Return	8.55%	6.45%	8.79%
S&P 500® Index - Price Return	8.31%	8.65%	11.24%
S&P 500® Index - Total Return.....	10.14%	10.36%	13.14%

^(a) Inception date is December 31, 2018.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY BUFFER ETF – JANUARY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/BJAN.

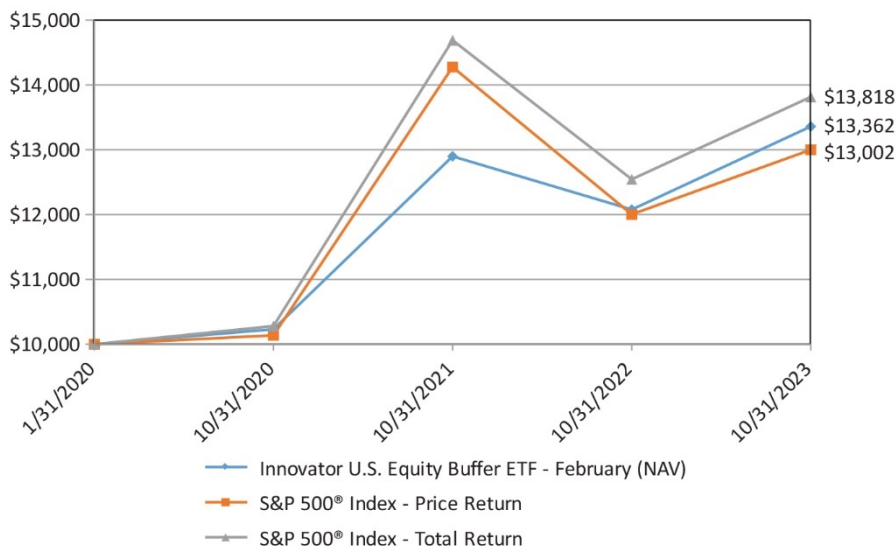
INNOVATOR U.S. EQUITY BUFFER ETF – FEBRUARY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – February from its inception (January 31, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - February			
NAV Return	10.62%	9.30%	8.03%
Market Return	10.65%	9.55%	8.03%
S&P 500® Index - Price Return	8.31%	8.65%	7.25%
S&P 500® Index - Total Return.....	10.14%	10.36%	9.01%

^(a) Inception date is January 31, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY BUFFER ETF – FEBRUARY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

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You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BFEB.

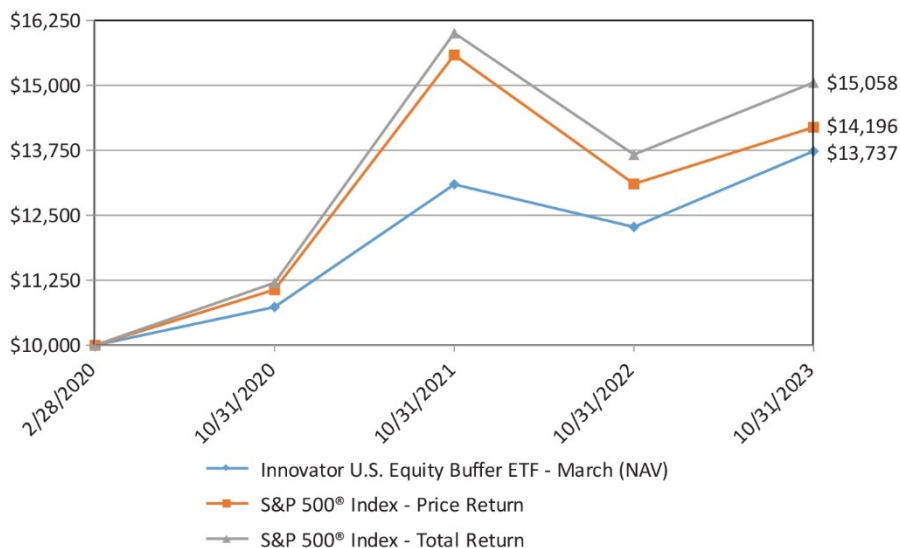
INNOVATOR U.S. EQUITY BUFFER ETF – MARCH

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – March from its inception (February 28, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - March			
NAV Return	11.89%	8.56%	9.03%
Market Return	11.99%	8.76%	9.02%
S&P 500® Index - Price Return	8.31%	8.65%	10.01%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.79%

^(a) Inception date is February 28, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY BUFFER ETF – MARCH

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

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The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BMAR.

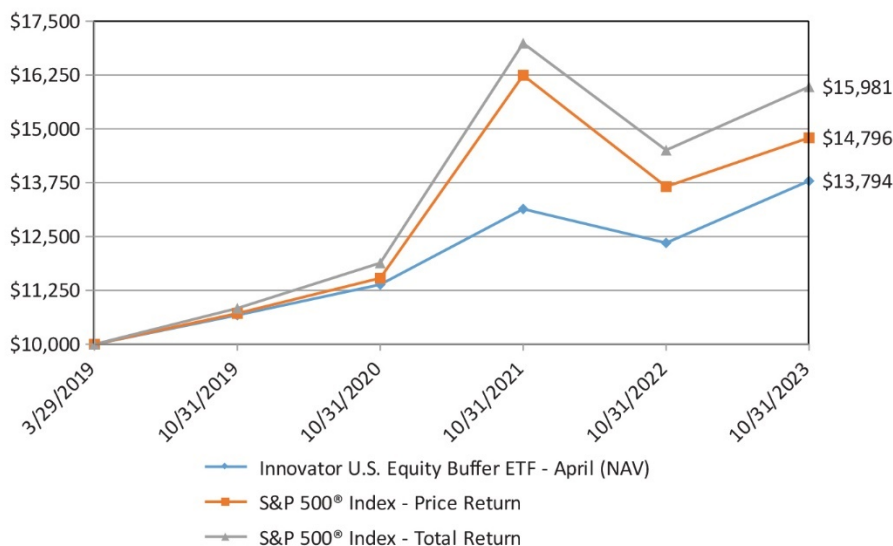
INNOVATOR U.S. EQUITY BUFFER ETF – APRIL

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – April from its inception (March 29, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	One Year	Three Years	Since Inception ^(a)
Innovator U.S. Equity Buffer ETF - April			
NAV Return	11.65%	6.60%	7.26%
Market Return	11.91%	6.70%	7.25%
S&P 500® Index - Price Return	8.31%	8.65%	8.91%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.75%

^(a) Inception date is March 29, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY BUFFER ETF – APRIL

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BAPR.

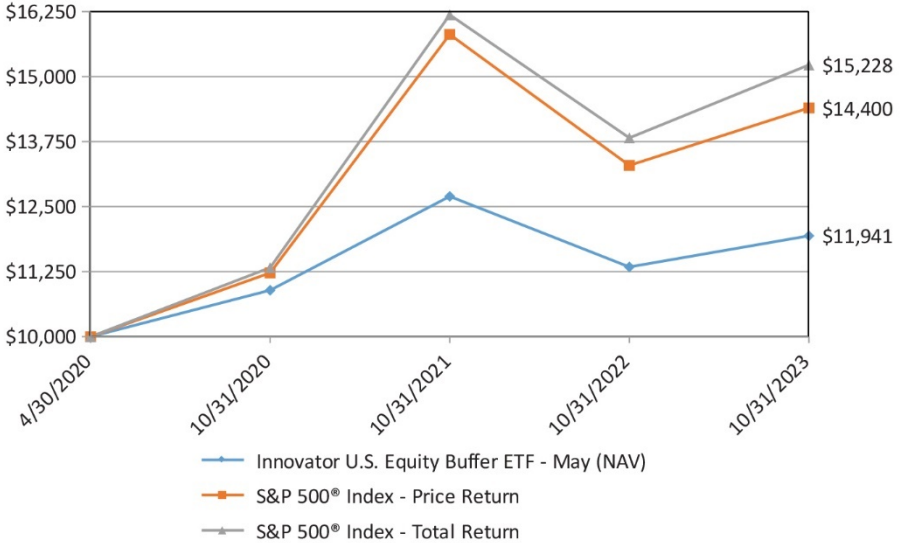
INNOVATOR U.S. EQUITY BUFFER ETF – MAY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – May from its inception (April 30, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - May			
NAV Return	5.29%	3.11%	5.19%
Market Return	5.20%	3.32%	5.19%
S&P 500® Index - Price Return	8.31%	8.65%	10.97%
S&P 500® Index - Total Return.....	10.14%	10.36%	12.75%

^(a) Inception date is April 30, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY BUFFER ETF – MAY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/BMAY.

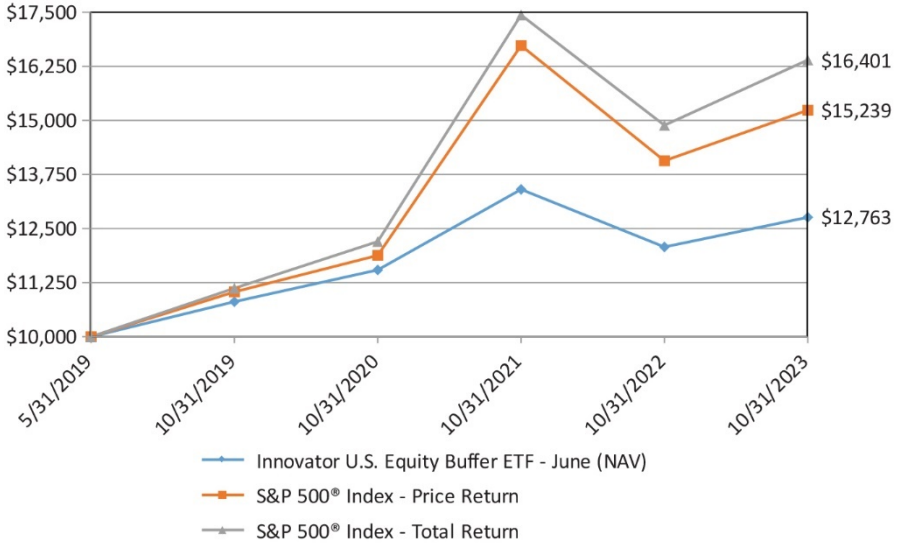
INNOVATOR U.S. EQUITY BUFFER ETF – JUNE

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – June from its inception (May 31, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - June			
NAV Return	5.69%	3.40%	5.68%
Market Return	5.62%	3.60%	5.65%
S&P 500® Index - Price Return	8.31%	8.65%	10.00%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.85%

^(a) Inception date is May 31, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY BUFFER ETF – JUNE

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BJUN.

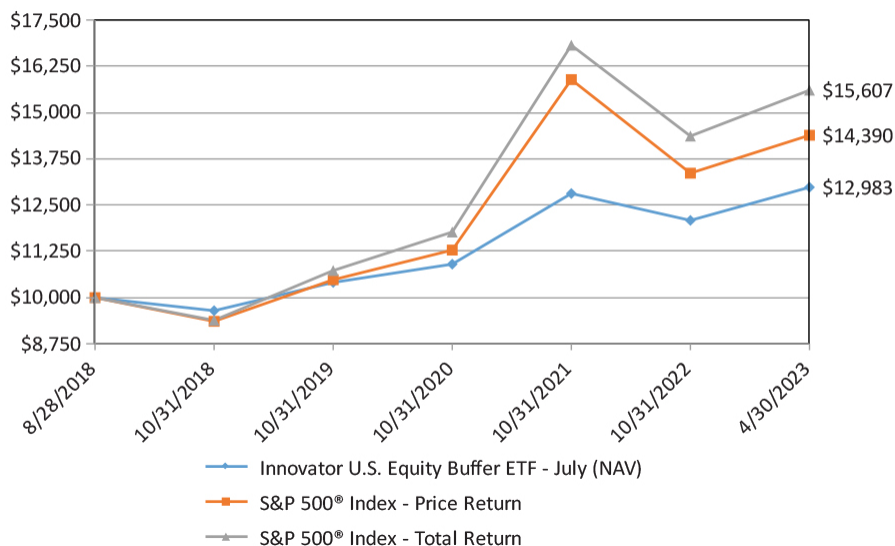
INNOVATOR U.S. EQUITY BUFFER ETF – JULY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – July from its inception (August 28, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at April 30, 2023**



Average Annual Total Returns as of October 31, 2023

	<u>One Year</u>	<u>Three Years</u>	<u>5 years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - July				
NAV Return	9.98%	6.83%	6.62%	5.65%
Market Return	10.03%	6.81%	6.64%	5.66%
S&P 500® Index - Price Return	8.31%	8.65%	9.11%	7.41%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.01%	9.27%

^(a) Inception date is August 28, 2018.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY BUFFER ETF – JULY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BJUL.

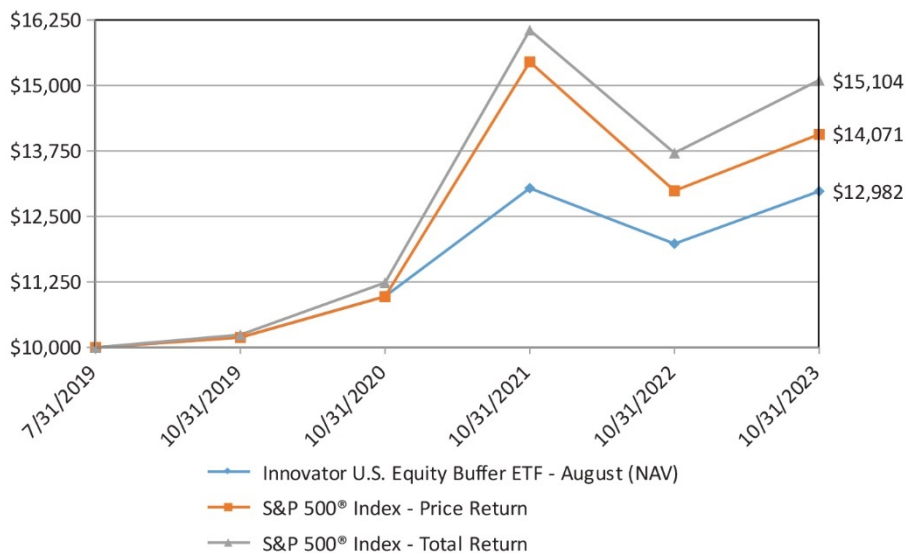
INNOVATOR U.S. EQUITY BUFFER ETF – AUGUST

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – August from its inception (July 31, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - August			
NAV Return	8.35%	5.75%	6.33%
Market Return	8.12%	6.05%	6.32%
S&P 500® Index - Price Return	8.31%	8.65%	8.36%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.18%

^(a) Inception date is July 31, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY BUFFER ETF – AUGUST

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BAUG.

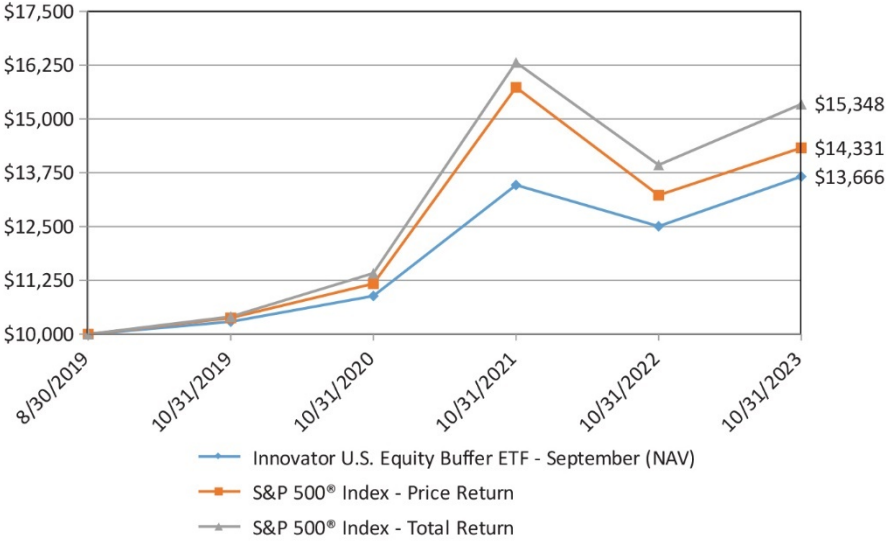
INNOVATOR U.S. EQUITY BUFFER ETF – SEPTEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – September from its inception (August 30, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - September			
NAV Return	9.26%	7.86%	7.78%
Market Return	9.31%	7.95%	7.77%
S&P 500® Index - Price Return	8.31%	8.65%	9.01%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.82%

^(a) Inception date is August 30, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY BUFFER ETF – SEPTEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BSEP.

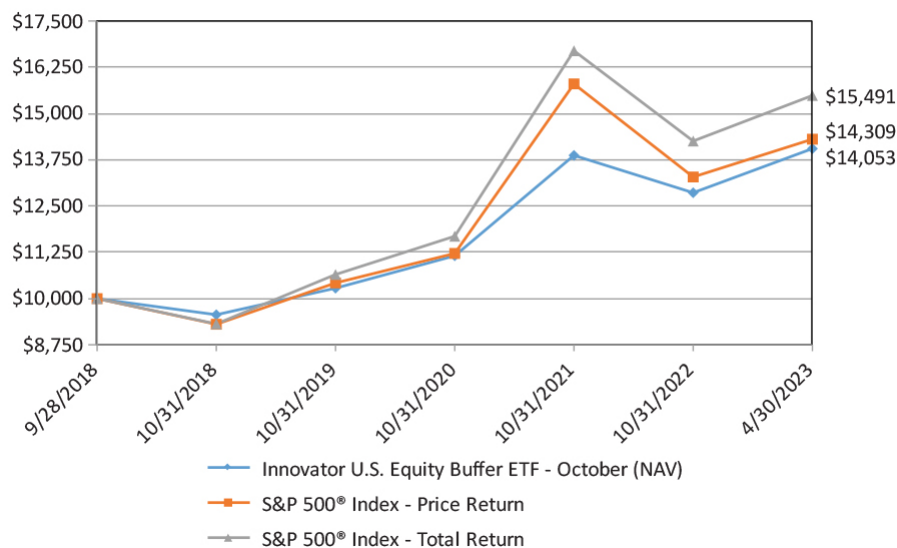
INNOVATOR U.S. EQUITY BUFFER ETF – OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – October from its inception (September 28, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at April 30, 2023**



Average Annual Total Returns as of October 31, 2023

	<u>One Year</u>	<u>Three Years</u>	<u>5 years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - October				
NAV Return	11.18%	8.63%	8.37%	7.28%
Market Return	11.15%	8.69%	8.47%	7.29%
S&P 500® Index - Price Return	8.31%	8.65%	9.11%	7.41%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.01%	9.27%

^(a) Inception date is September 28, 2018.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY BUFFER ETF – OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Return shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BOCT.

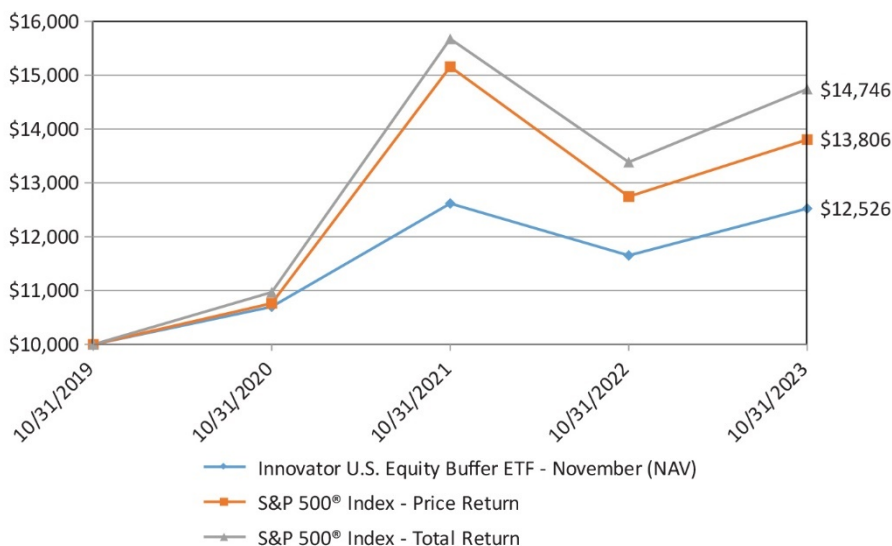
INNOVATOR U.S. EQUITY BUFFER ETF – NOVEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – November from its inception (October 31, 2019) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - November			
NAV Return	7.49%	5.39%	5.79%
Market Return	7.38%	5.32%	5.80%
S&P 500® Index - Price Return	8.31%	8.65%	8.40%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.20%

^(a) Inception date is October 31, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY BUFFER ETF – NOVEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

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You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/BNOV.

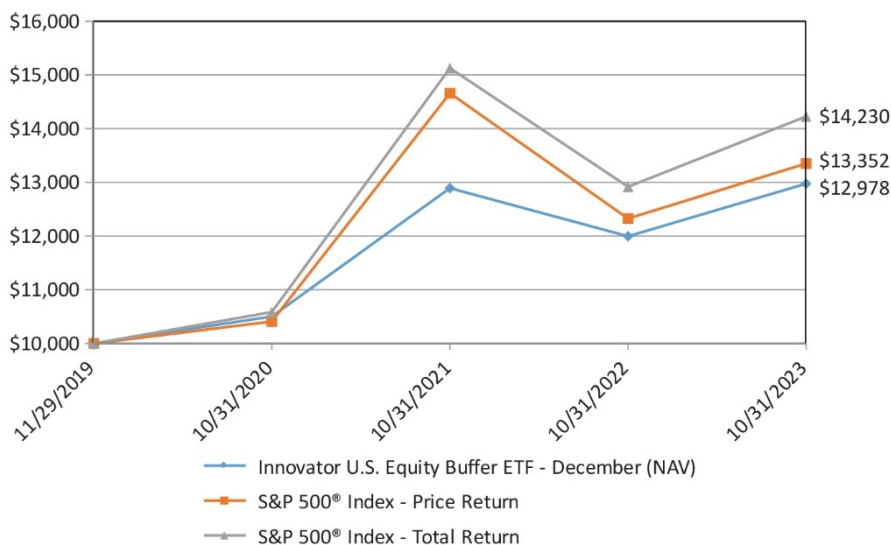
INNOVATOR U.S. EQUITY BUFFER ETF – DECEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Buffer ETF – December from its inception (November 29, 2019) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Buffer ETF - December			
NAV Return	8.18%	7.30%	6.87%
Market Return	8.16%	7.51%	6.86%
S&P 500® Index - Price Return	8.31%	8.65%	7.65%
S&P 500® Index - Total Return.....	10.14%	10.36%	9.41%

^(a) Inception date is November 29, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY BUFFER ETF – DECEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

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You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/BDEC.

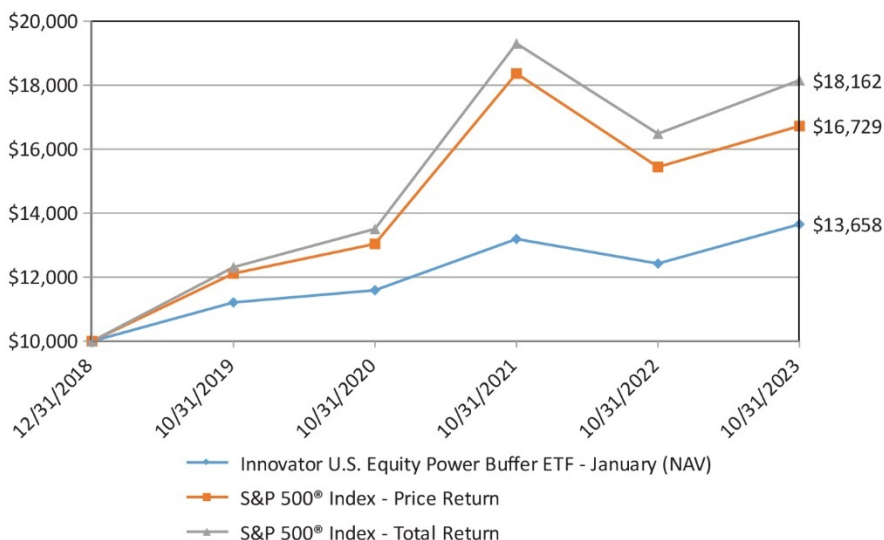
INNOVATOR U.S. EQUITY POWER BUFFER ETF – JANUARY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – January from its inception (December 31, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - January			
NAV Return	9.91%	5.61%	6.66%
Market Return	9.89%	5.72%	6.63%
S&P 500® Index - Price Return	8.31%	8.65%	11.24%
S&P 500® Index - Total Return.....	10.14%	10.36%	13.14%

^(a) Inception date is December 31, 2018.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – JANUARY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/PJAN.

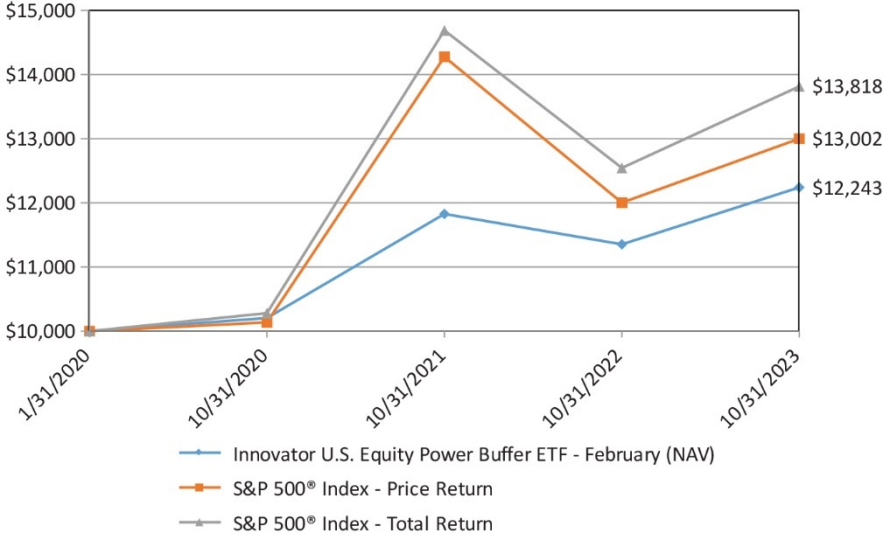
INNOVATOR U.S. EQUITY POWER BUFFER ETF – FEBRUARY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – February from its inception (January 31, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - February			
NAV Return	7.84%	6.25%	5.54%
Market Return	7.99%	6.45%	5.55%
S&P 500® Index - Price Return	8.31%	8.65%	7.25%
S&P 500® Index - Total Return.....	10.14%	10.36%	9.01%

^(a) Inception date is January 31, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – FEBRUARY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/PFEB.

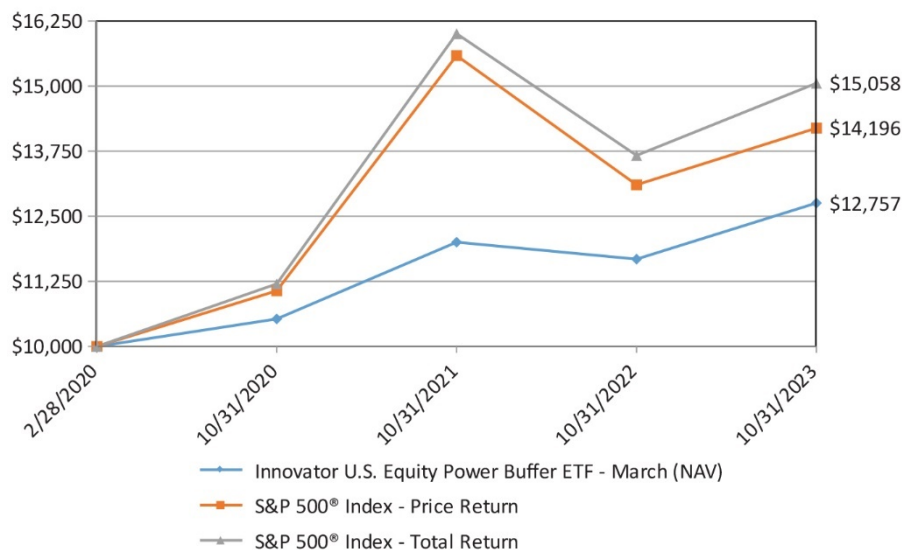
INNOVATOR U.S. EQUITY POWER BUFFER ETF – MARCH

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – March from its inception (February 28, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - March			
NAV Return	9.24%	6.60%	6.85%
Market Return	9.36%	6.67%	6.82%
S&P 500® Index - Price Return	8.31%	8.65%	10.01%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.79%

^(a) Inception date is February 28, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – MARCH

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/PMAR.

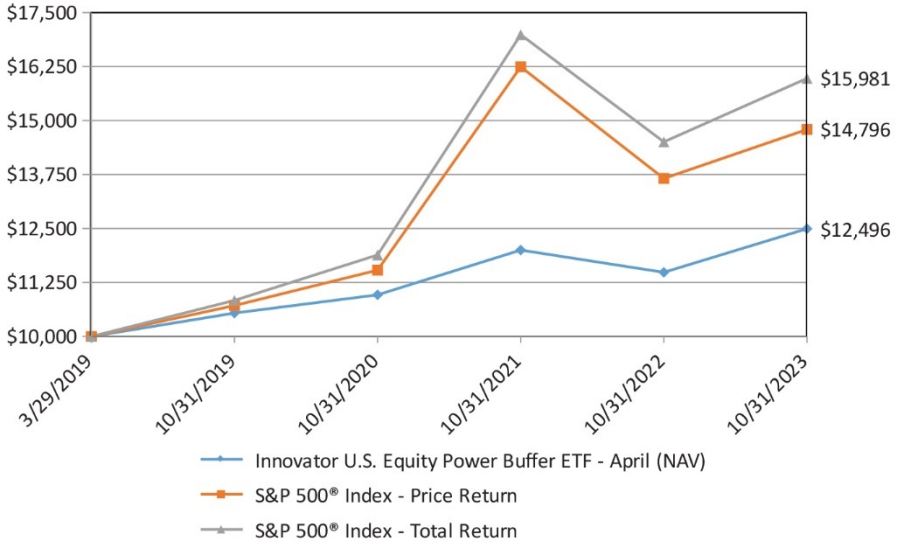
INNOVATOR U.S. EQUITY POWER BUFFER ETF – APRIL

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – April from its inception (March 29, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - April			
NAV Return	8.78%	4.45%	4.97%
Market Return	8.75%	4.55%	4.95%
S&P 500® Index - Price Return	8.31%	8.65%	8.91%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.75%

^(a) Inception date is March 29, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – APRIL

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/PAPR.

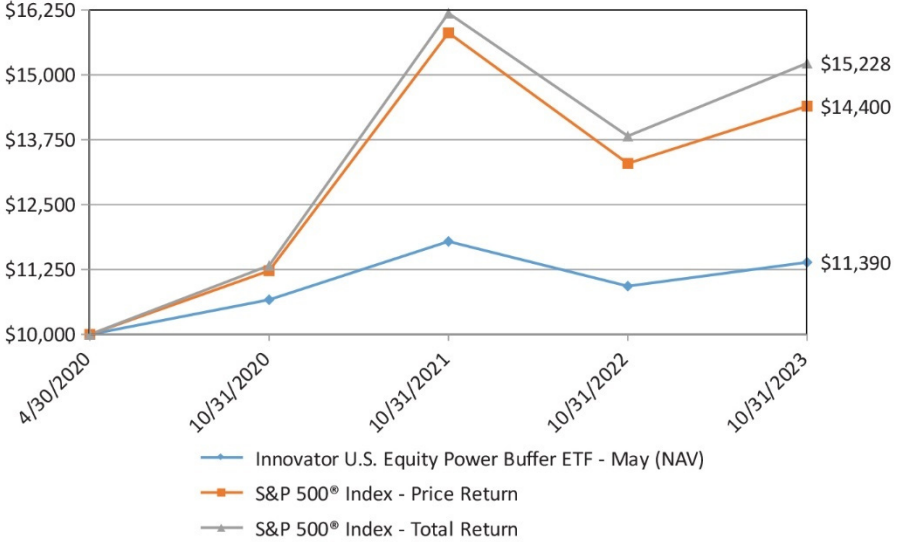
INNOVATOR U.S. EQUITY POWER BUFFER ETF – MAY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – May from its inception (April 30, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - May			
NAV Return	4.19%	2.20%	3.78%
Market Return	3.88%	2.39%	3.74%
S&P 500® Index - Price Return	8.31%	8.65%	10.97%
S&P 500® Index - Total Return.....	10.14%	10.36%	12.75%

^(a) Inception date is April 30, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – MAY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/PMAY.

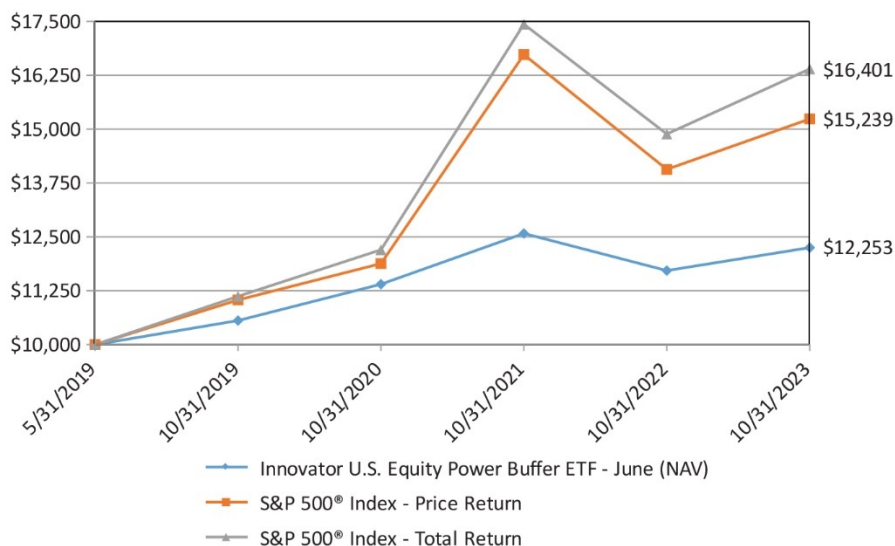
INNOVATOR U.S. EQUITY POWER BUFFER ETF – JUNE

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – June from its inception (May 31, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - June			
NAV Return	4.54%	2.43%	4.70%
Market Return	4.47%	2.53%	4.67%
S&P 500® Index - Price Return	8.31%	8.65%	10.00%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.85%

^(a) Inception date is May 31, 2019.

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INNOVATOR U.S. EQUITY POWER BUFFER ETF – JUNE

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/PJUN.

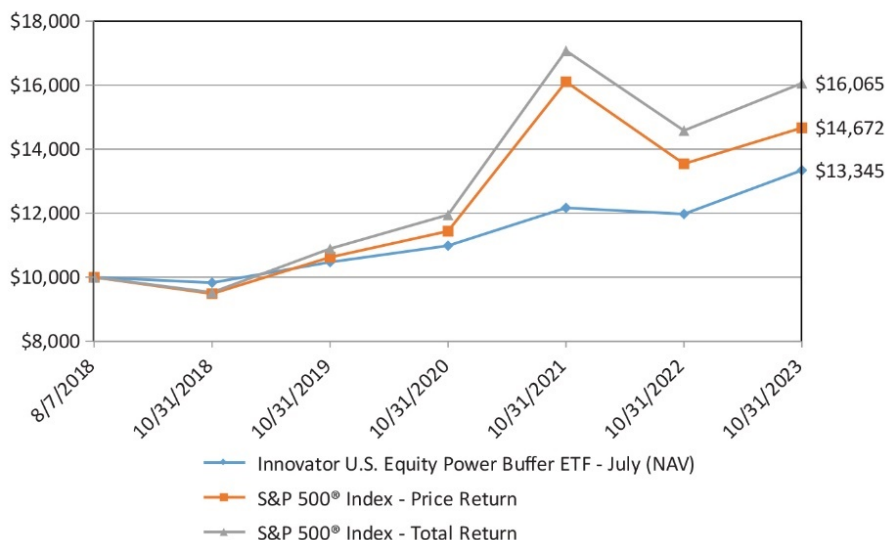
INNOVATOR U.S. EQUITY POWER BUFFER ETF – JULY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – July from its inception (August 7, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



Average Annual Total Returns as of October 31, 2023

	<u>One Year</u>	<u>Three Years</u>	<u>5 years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - July				
NAV Return	11.41%	6.70%	6.30%	5.67%
Market Return	11.22%	6.82%	6.30%	5.66%
S&P 500® Index - Price Return	8.31%	8.65%	9.11%	7.60%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.01%	9.48%

^(a) Inception date is August 7, 2018.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – JULY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/PJUL.

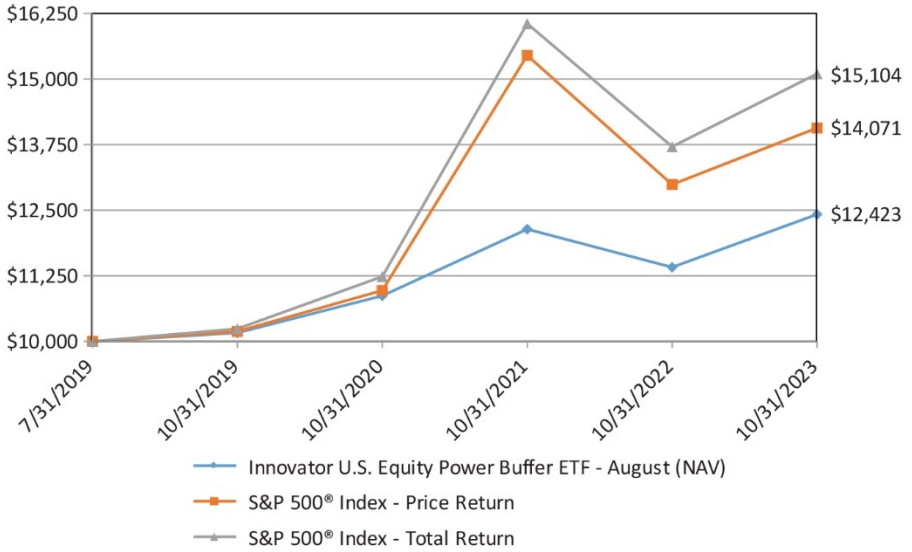
INNOVATOR U.S. EQUITY POWER BUFFER ETF – AUGUST

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – August from its inception (July 31, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - August			
NAV Return	8.82%	4.55%	5.23%
Market Return	8.53%	4.70%	5.21%
S&P 500® Index - Price Return	8.31%	8.65%	8.36%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.18%

^(a) Inception date is July 31, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – AUGUST

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/PAUG.

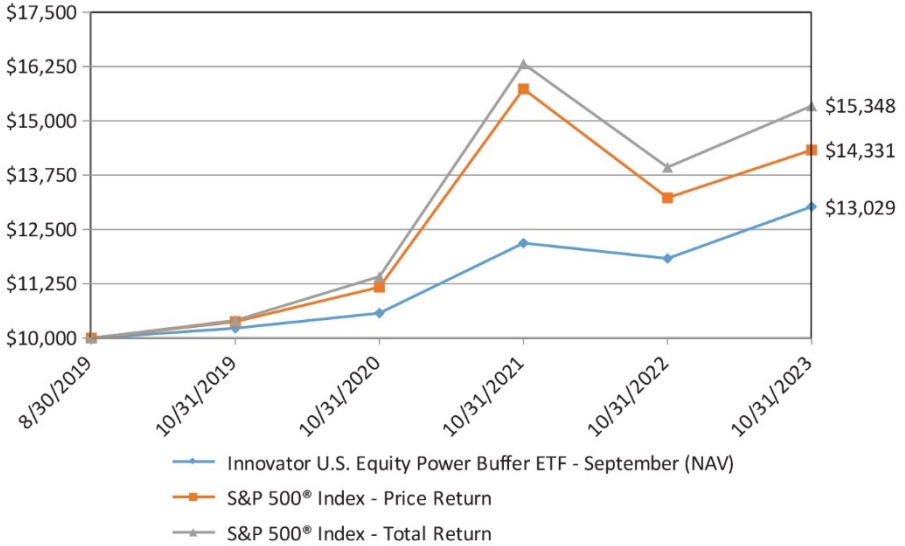
INNOVATOR U.S. EQUITY POWER BUFFER ETF – SEPTEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – September from its inception (August 30, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - September			
NAV Return	10.09%	7.20%	6.55%
Market Return	10.29%	7.29%	6.58%
S&P 500® Index - Price Return	8.31%	8.65%	9.01%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.82%

^(a) Inception date is August 30, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – SEPTEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/PSEP.

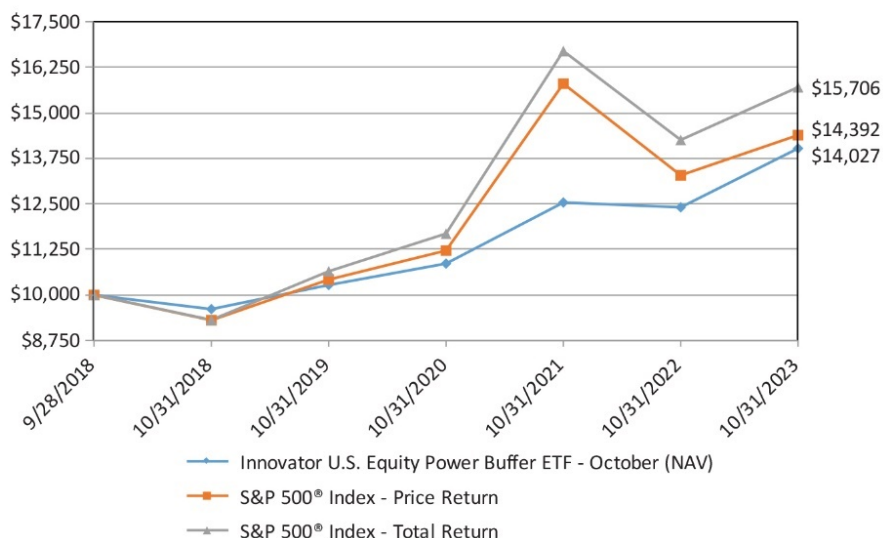
INNOVATOR U.S. EQUITY POWER BUFFER ETF – OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – October from its inception (September 28, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



Average Annual Total Returns as of October 31, 2023

	<u>One Year</u>	<u>Three Years</u>	<u>5 years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - October				
NAV Return	13.04%	8.89%	7.86%	6.87%
Market Return	13.22%	8.78%	7.74%	6.89%
S&P 500® Index - Price Return	8.31%	8.65%	9.11%	7.41%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.01%	9.27%

^(a) Inception date is September 28, 2018.

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INNOVATOR U.S. EQUITY POWER BUFFER ETF – OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

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Premium/Discount Information:

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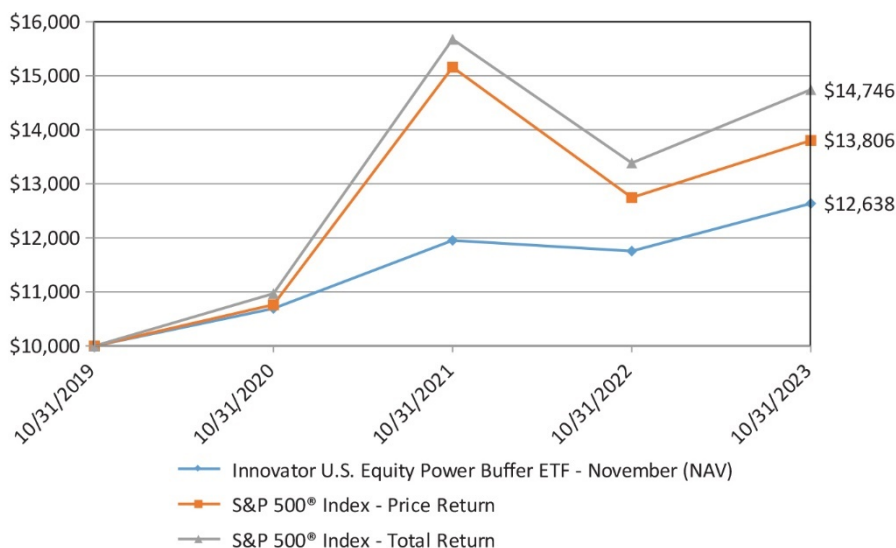
INNOVATOR U.S. EQUITY POWER BUFFER ETF – NOVEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – November from its inception (October 31, 2019) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - November			
NAV Return	7.50%	5.73%	6.03%
Market Return	7.35%	5.63%	6.04%
S&P 500® Index - Price Return	8.31%	8.65%	8.40%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.20%

^(a) Inception date is October 31, 2019.

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INNOVATOR U.S. EQUITY POWER BUFFER ETF – NOVEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

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Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/PNOV.

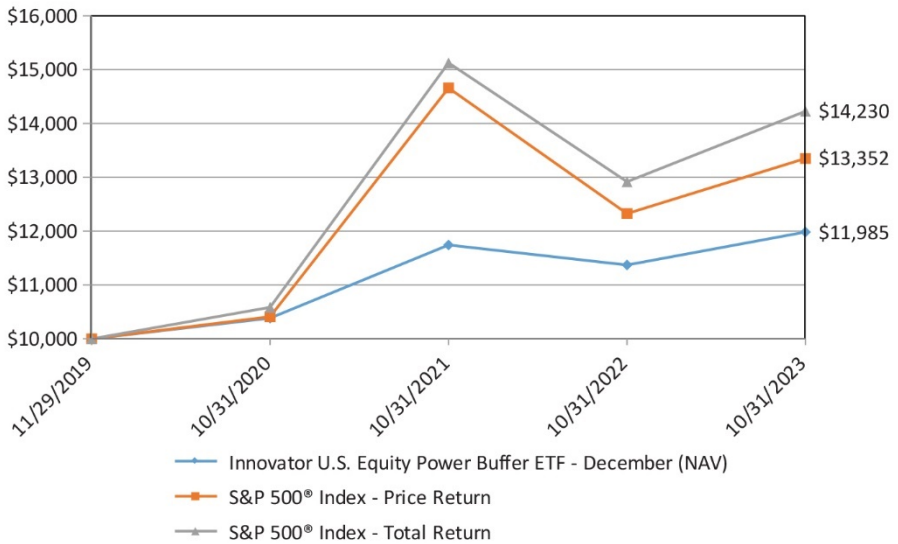
INNOVATOR U.S. EQUITY POWER BUFFER ETF – DECEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Power Buffer ETF – December from its inception (November 29, 2019) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Power Buffer ETF - December			
NAV Return	5.38%	4.89%	4.72%
Market Return	5.41%	4.93%	4.68%
S&P 500® Index - Price Return	8.31%	8.65%	7.65%
S&P 500® Index - Total Return.....	10.14%	10.36%	9.41%

^(a) Inception date is November 29, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – DECEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

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Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/PDEC.

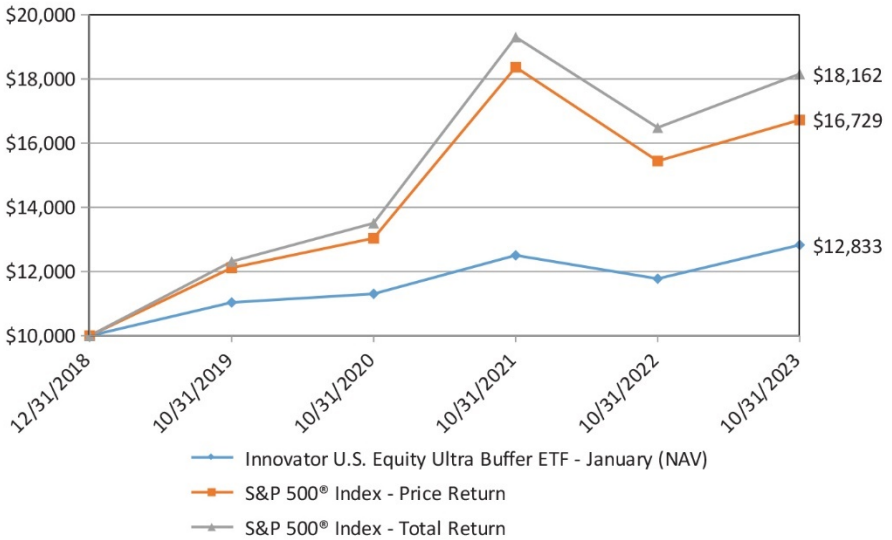
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - JANUARY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – January from its inception (December 31, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - January			
NAV Return	8.93%	4.31%	5.30%
Market Return	8.79%	4.46%	5.30%
S&P 500® Index - Price Return	8.31%	8.65%	11.24%
S&P 500® Index - Total Return.....	10.14%	10.36%	13.14%

^(a) Inception date is December 31, 2018.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - JANUARY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

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You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/UJAN.

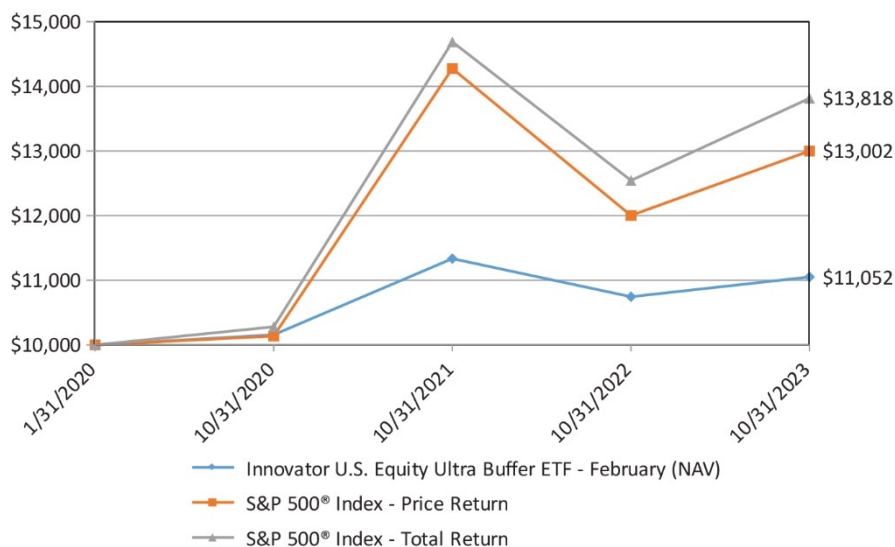
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - FEBRUARY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – February from its inception (January 31, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - February			
NAV Return	2.85%	2.85%	2.70%
Market Return	2.93%	3.02%	2.70%
S&P 500® Index - Price Return	8.31%	8.65%	7.25%
S&P 500® Index - Total Return.....	10.14%	10.36%	9.01%

^(a) Inception date is January 31, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - FEBRUARY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/UFEB.

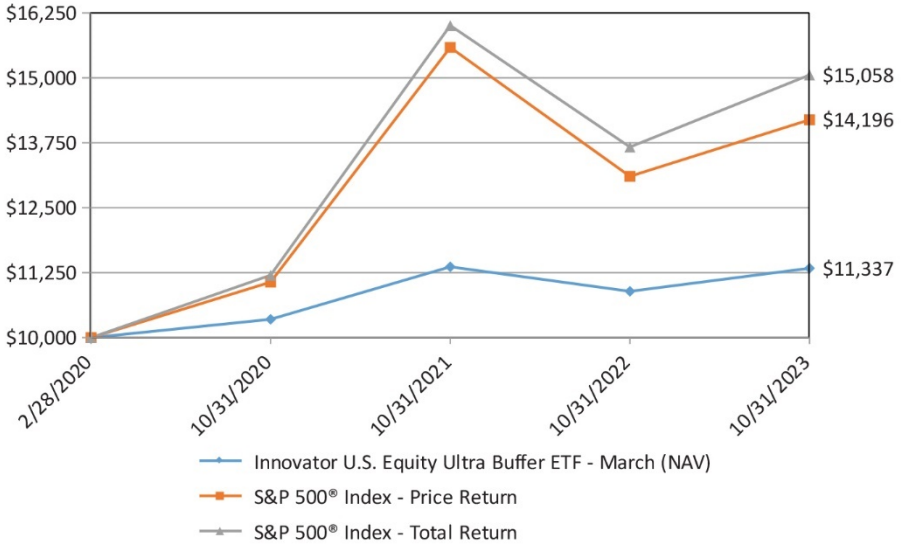
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - MARCH

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – March from its inception (February 28, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - March			
NAV Return	4.09%	3.07%	3.47%
Market Return	3.88%	3.22%	3.46%
S&P 500® Index - Price Return	8.31%	8.65%	10.01%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.79%

^(a) Inception date is February 28, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - MARCH

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/UMAR.

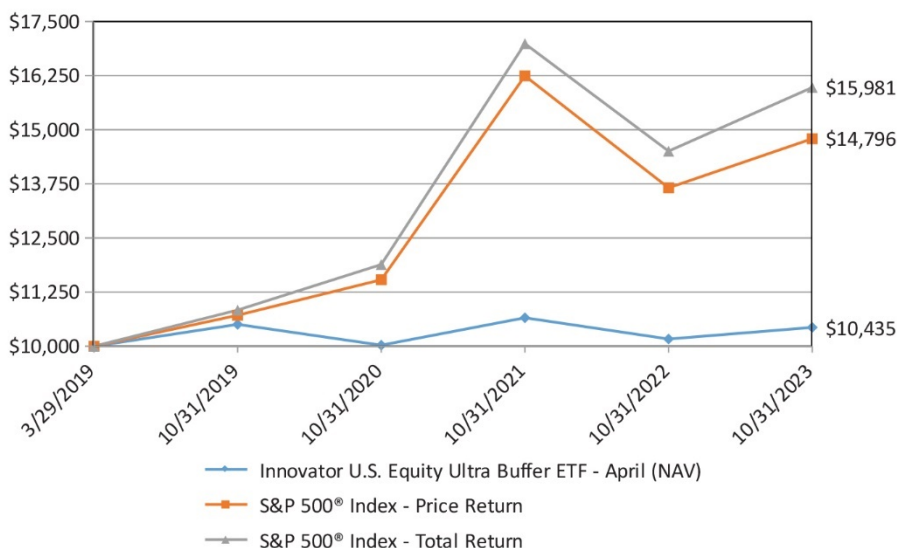
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – April from its inception (March 29, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - April			
NAV Return	2.62%	1.34%	0.93%
Market Return	2.61%	1.41%	0.94%
S&P 500® Index - Price Return	8.31%	8.65%	8.91%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.75%

^(a) Inception date is March 29, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/UAPR.

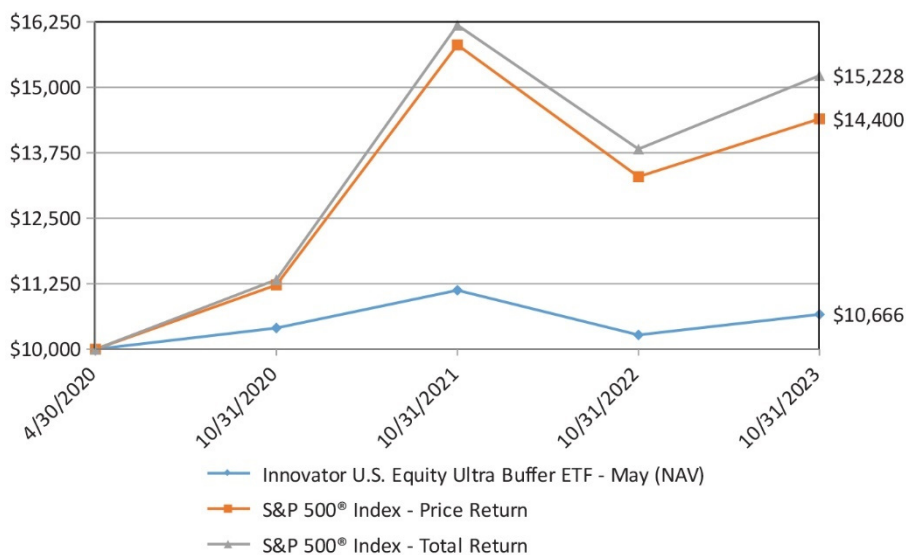
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - MAY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – May from its inception (April 30, 2020) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - May			
NAV Return	3.83%	0.82%	1.86%
Market Return	3.97%	1.04%	1.85%
S&P 500® Index - Price Return	8.31%	8.65%	10.97%
S&P 500® Index - Total Return.....	10.14%	10.36%	12.75%

^(a) Inception date is April 30, 2020.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - MAY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/UMAY.

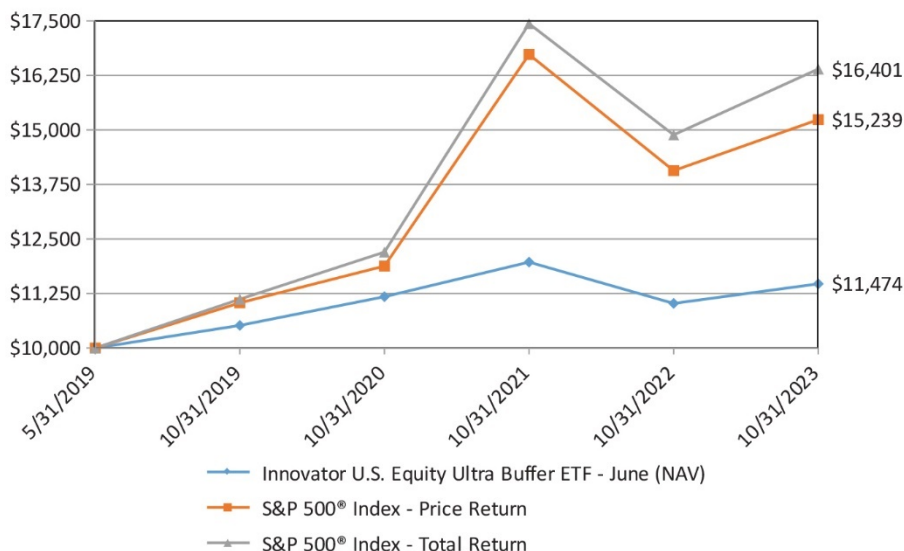
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - JUNE

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – June from its inception (May 31, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - June			
NAV Return	4.09%	0.88%	3.16%
Market Return	4.06%	1.05%	3.17%
S&P 500® Index - Price Return	8.31%	8.65%	10.00%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.85%

^(a) Inception date is May 31, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - JUNE

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/UJUN.

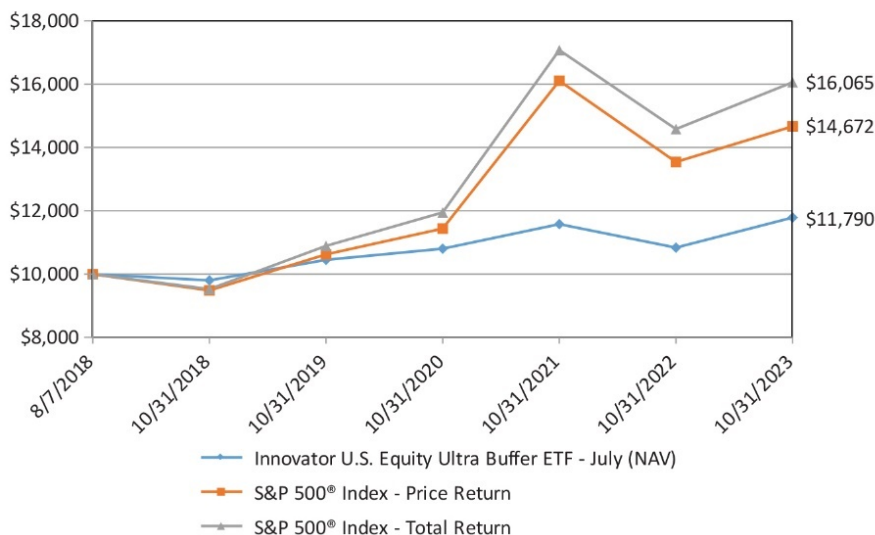
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – July from its inception (August 7, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



Average Annual Total Returns as of October 31, 2023

	<u>One Year</u>	<u>Three Years</u>	<u>5 years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - July				
NAV Return	8.78%	2.95%	3.76%	3.20%
Market Return	8.93%	2.99%	3.78%	3.23%
S&P 500® Index - Price Return	8.31%	8.65%	9.11%	7.60%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.01%	9.48%

^(a) Inception date is August 7, 2018.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/UJUL.

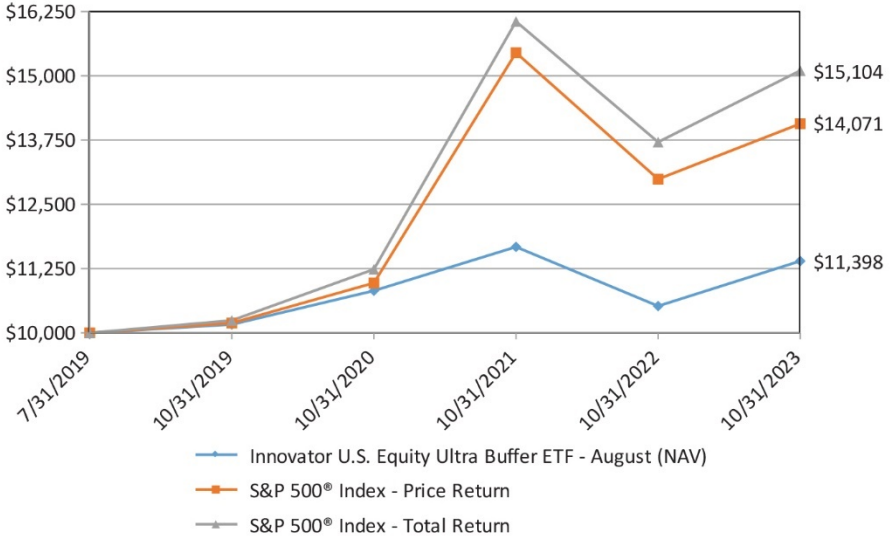
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - AUGUST

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – August from its inception (July 31, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - August			
NAV Return	8.32%	1.75%	3.13%
Market Return	8.21%	1.83%	3.17%
S&P 500® Index - Price Return	8.31%	8.65%	8.36%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.18%

^(a) Inception date is July 31, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - AUGUST

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/UAUG.

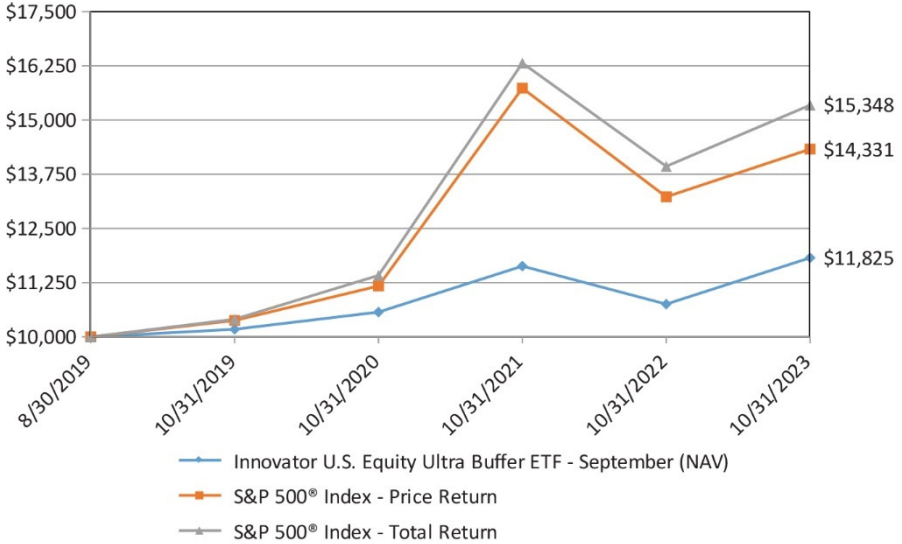
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - SEPTEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – September from its inception (August 30, 2019) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	Average Annual Total Returns as of October 31, 2023		
	One Year	Three Years	Since Inception ^(a)
Innovator U.S. Equity Ultra Buffer ETF - September			
NAV Return	9.93%	3.80%	4.10%
Market Return	10.17%	3.94%	4.15%
S&P 500® Index - Price Return	8.31%	8.65%	9.01%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.82%

^(a) Inception date is August 30, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - SEPTEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

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Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/USEP.

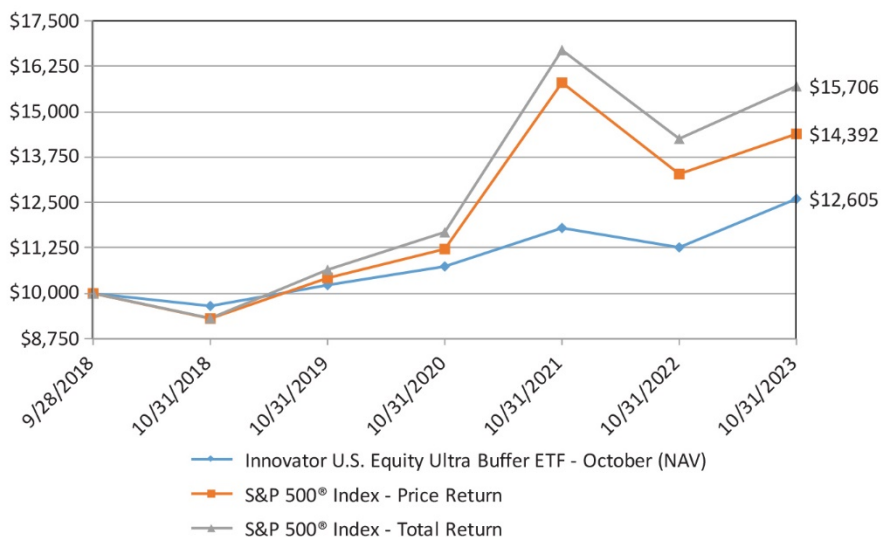
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – October from its inception (September 28, 2018) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



Average Annual Total Returns as of October 31, 2023

	<u>One Year</u>	<u>Three Years</u>	<u>5 years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - October				
NAV Return	11.88%	5.48%	5.48%	4.65%
Market Return	11.89%	5.48%	5.39%	4.69%
S&P 500® Index - Price Return	8.31%	8.65%	9.11%	7.41%
S&P 500® Index - Total Return.....	10.14%	10.36%	11.01%	9.27%

^(a) Inception date is September 28, 2018.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

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Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/UOCT.

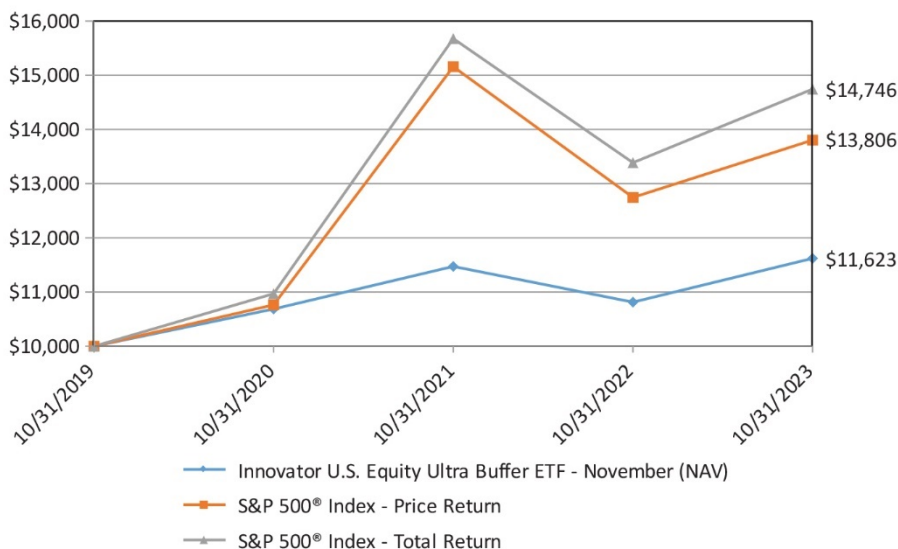
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - NOVEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – November from its inception (October 31, 2019) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - November			
NAV Return	7.48%	2.84%	3.83%
Market Return	7.47%	2.72%	3.83%
S&P 500® Index - Price Return	8.31%	8.65%	8.40%
S&P 500® Index - Total Return.....	10.14%	10.36%	10.20%

^(a) Inception date is October 31, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - NOVEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

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Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/UNOV.

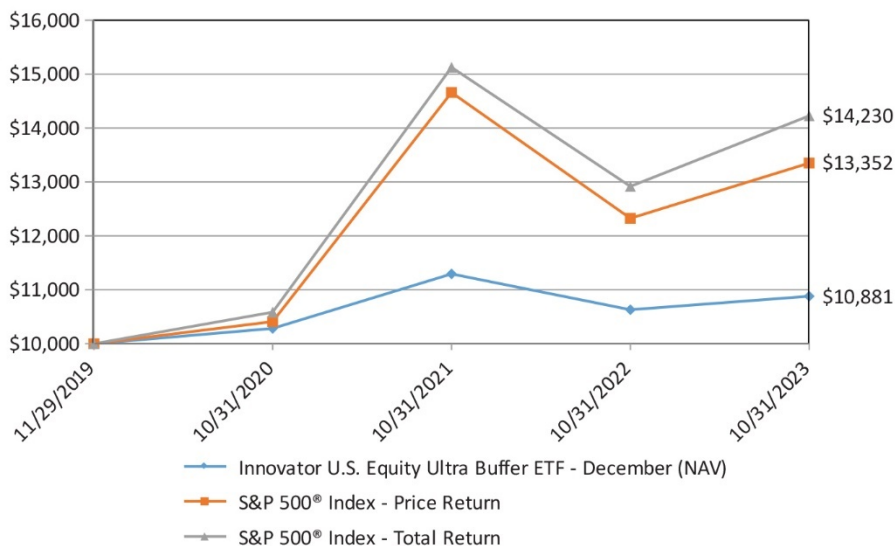
INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - DECEMBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity Ultra Buffer ETF – December from its inception (November 29, 2019) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Average Annual Total Returns as of
October 31, 2023**

	<u>One Year</u>	<u>Three Years</u>	<u>Since Inception ^(a)</u>
Innovator U.S. Equity Ultra Buffer ETF - December			
NAV Return	2.34%	1.90%	2.17%
Market Return	2.40%	2.06%	2.17%
S&P 500® Index - Price Return	8.31%	8.65%	7.65%
S&P 500® Index - Total Return.....	10.14%	10.36%	9.41%

^(a) Inception date is November 29, 2019.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF - DECEMBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/UDEC.

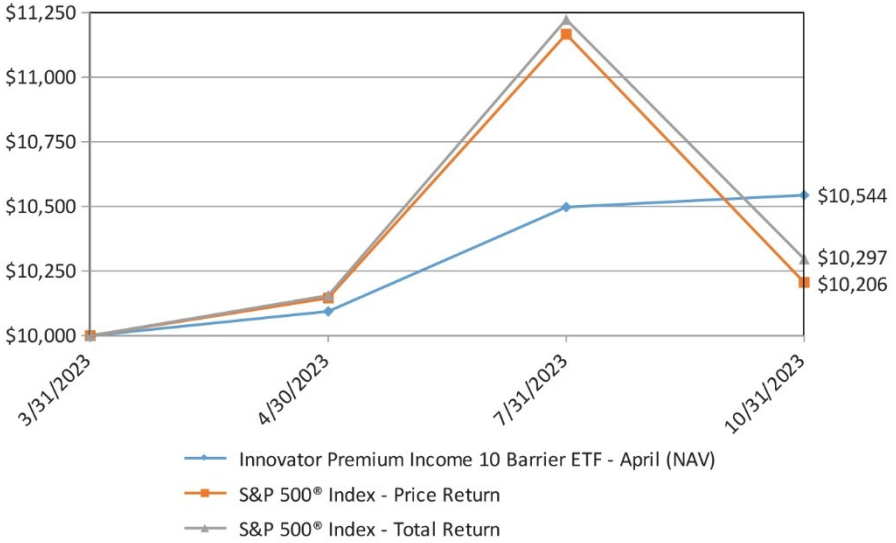
INNOVATOR PREMIUM INCOME 10 BARRIER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 10 Barrier ETF - April from its inception (March 31, 2023) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**

Since Inception ^(a)

Innovator Premium Income 10 Barrier ETF - April	
NAV Return	5.44%
Market Return	5.46%
S&P 500® Index - Price Return	2.06%
S&P 500® Index - Total Return.....	2.97%

^(a) Inception date is March 31, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table does not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/APRD.

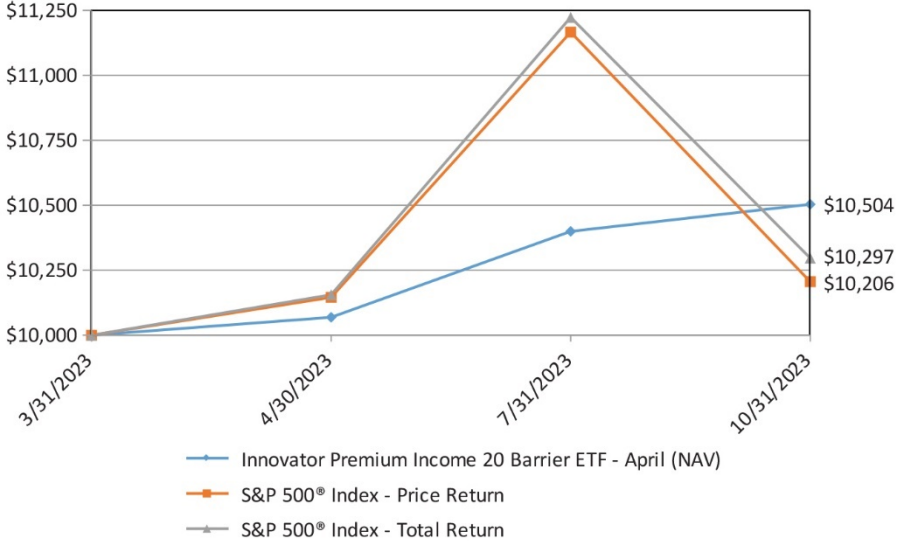
INNOVATOR PREMIUM INCOME 20 BARRIER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 20 Barrier ETF - April from its inception (March 31, 2023) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**

Since Inception ^(a)

Innovator Premium Income 20 Barrier ETF - April	
NAV Return	5.04%
Market Return	5.05%
S&P 500® Index - Price Return	2.06%
S&P 500® Index - Total Return.....	2.97%

^(a) Inception date is March 31, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table does not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

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You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/APRH.

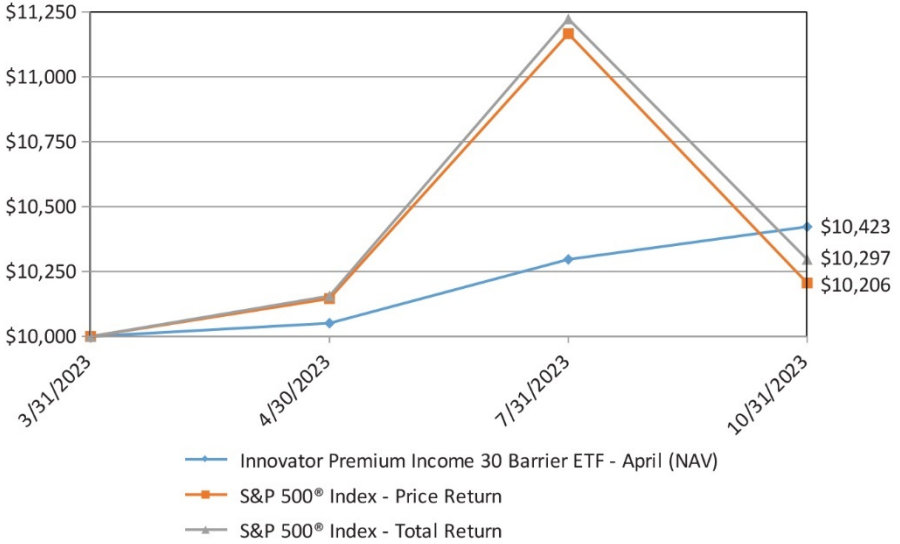
INNOVATOR PREMIUM INCOME 30 BARRIER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 30 Barrier ETF - April from its inception (March 31, 2023) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**
Since Inception ^(a)

Innovator Premium Income 30 Barrier ETF - April	
NAV Return	4.23%
Market Return	4.16%
S&P 500® Index - Price Return	2.06%
S&P 500® Index - Total Return.....	2.97%

^(a) Inception date is March 31, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table does not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

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Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/APRJ.

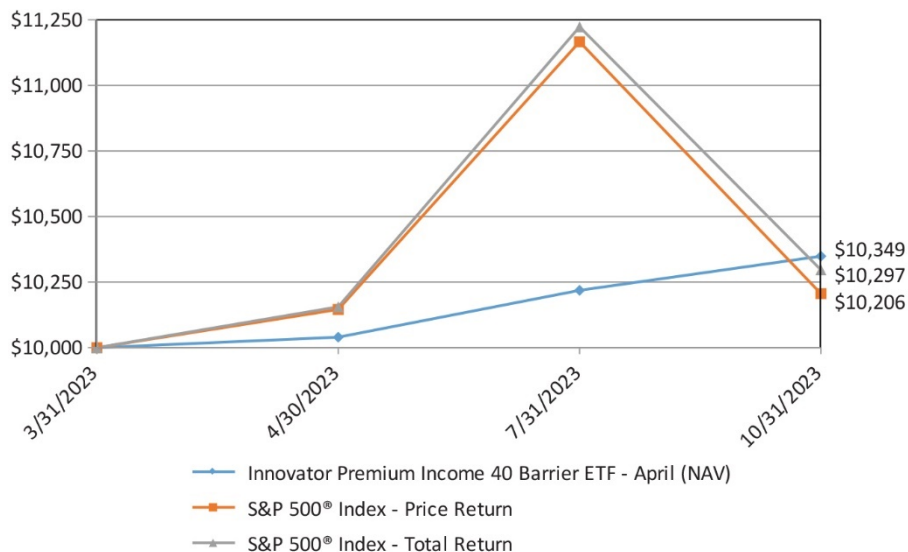
INNOVATOR PREMIUM INCOME 40 BARRIER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 40 Barrier ETF - April from its inception (March 31, 2023) to October 31, 2023 as compared with the S&P 500® Index - Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**

Since Inception ^(a)

Innovator Premium Income 40 Barrier ETF - April	
NAV Return	3.49%
Market Return	3.25%
S&P 500® Index - Price Return	2.06%
S&P 500® Index - Total Return.....	2.97%

^(a) Inception date is March 31, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF - APRIL

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table does not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index - Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index - Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

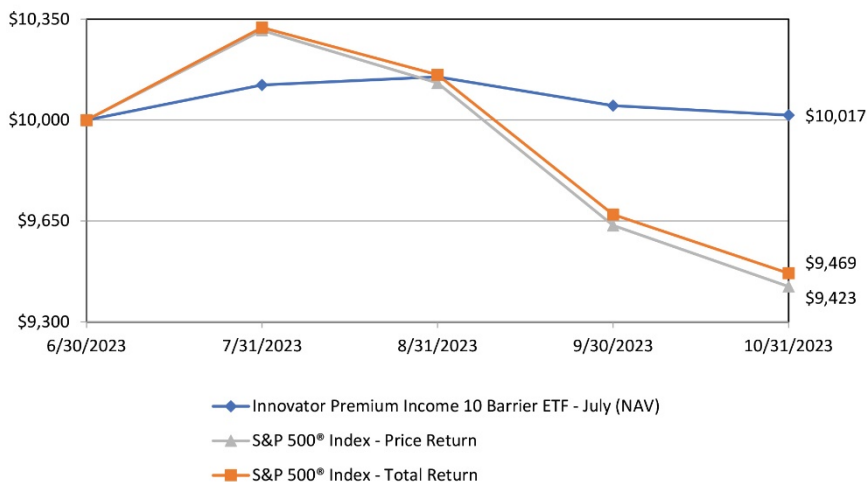
Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/APRQ.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF - JULY

Fund Performance October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 10 Barrier ETF – July from its inception (June 30, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**

Since Inception ^(a)

Innovator Premium Income 10 Barrier ETF - July	
NAV Return	0.17%
Market Return	0.17%
S&P 500® Index - Price Return	-5.77%
S&P 500® Index - Total Return.....	-5.31%

^(a) Inception date is June 30, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/JULD.

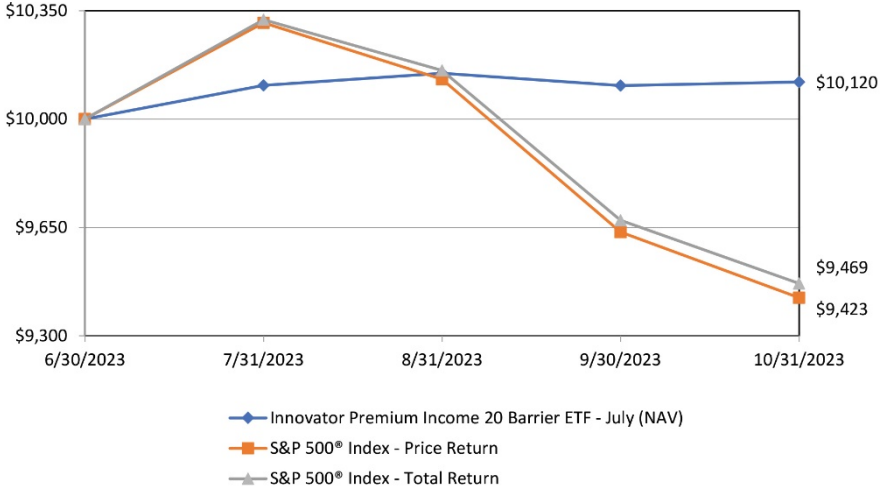
INNOVATOR PREMIUM INCOME 20 BARRIER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 20 Barrier ETF – July from its inception (June 30, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023
Since Inception ^(a)**

Innovator Premium Income 20 Barrier ETF - July	
NAV Return	1.20%
Market Return	1.26%
S&P 500® Index - Price Return	-5.77%
S&P 500® Index - Total Return.....	-5.31%

^(a) Inception date is June 30, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/JULH.

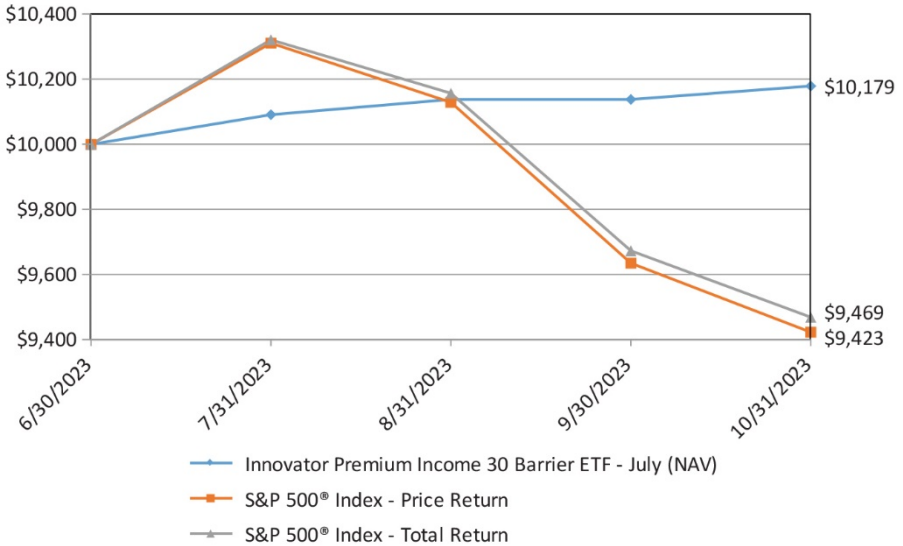
INNOVATOR PREMIUM INCOME 30 BARRIER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 30 Barrier ETF – July from its inception (June 30, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**

Since Inception ^(a)

Innovator Premium Income 30 Barrier ETF - July	
NAV Return	1.79%
Market Return	1.84%
S&P 500® Index - Price Return	-5.77%
S&P 500® Index - Total Return.....	-5.31%

^(a) Inception date is June 30, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/JULJ.

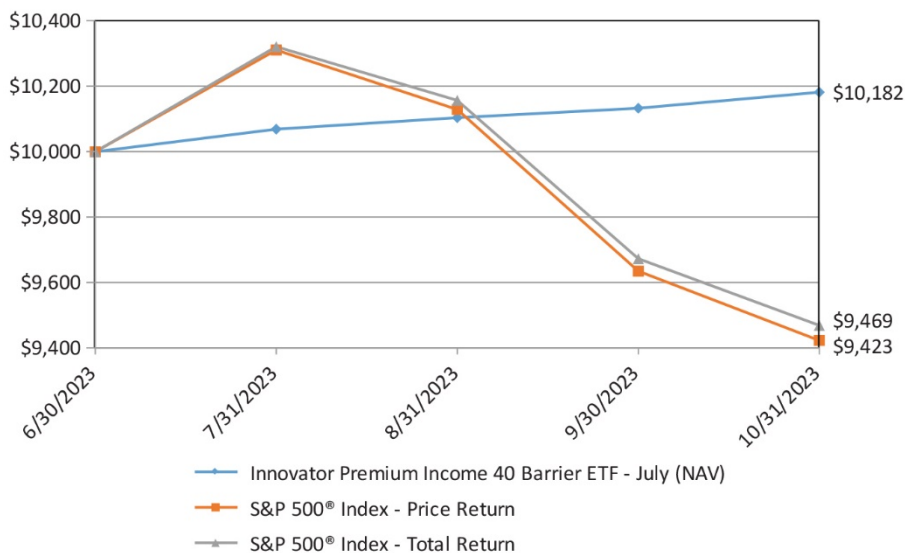
INNOVATOR PREMIUM INCOME 40 BARRIER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 40 Barrier ETF – July from its inception (June 30, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**

Since Inception ^(a)

Innovator Premium Income 40 Barrier ETF - July	
NAV Return	1.82%
Market Return	1.94%
S&P 500® Index - Price Return	-5.77%
S&P 500® Index - Total Return.....	-5.31%

^(a) Inception date is June 30, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF - JULY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

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The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/JULQ.

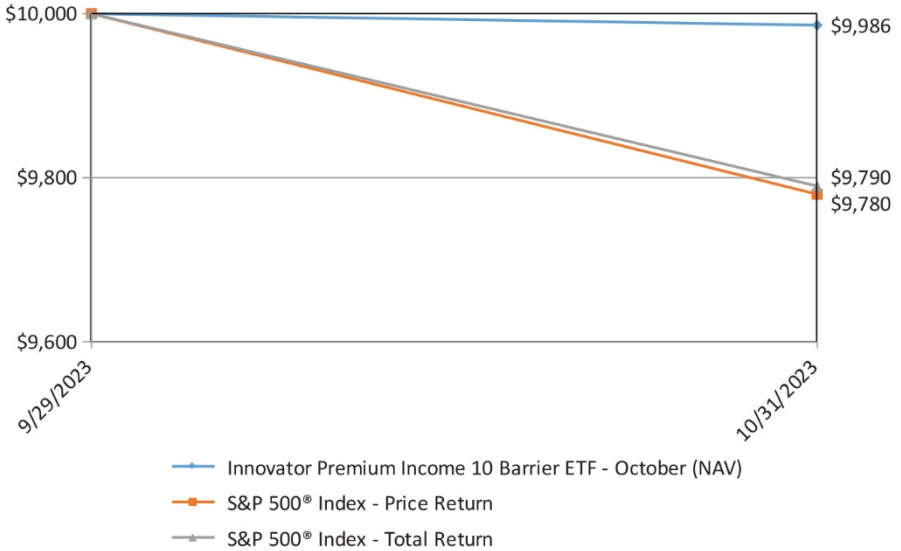
INNOVATOR PREMIUM INCOME 10 BARRIER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 10 Barrier ETF – October from its inception (September 29, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**

Since Inception ^(a)

Innovator Premium Income 10 Barrier ETF - October	
NAV Return	-0.14%
Market Return	-0.06%
S&P 500® Index - Price Return	-2.20%
S&P 500® Index - Total Return.....	-2.10%

^(a) Inception date is September 29, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

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You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretfs.com/OCTD.

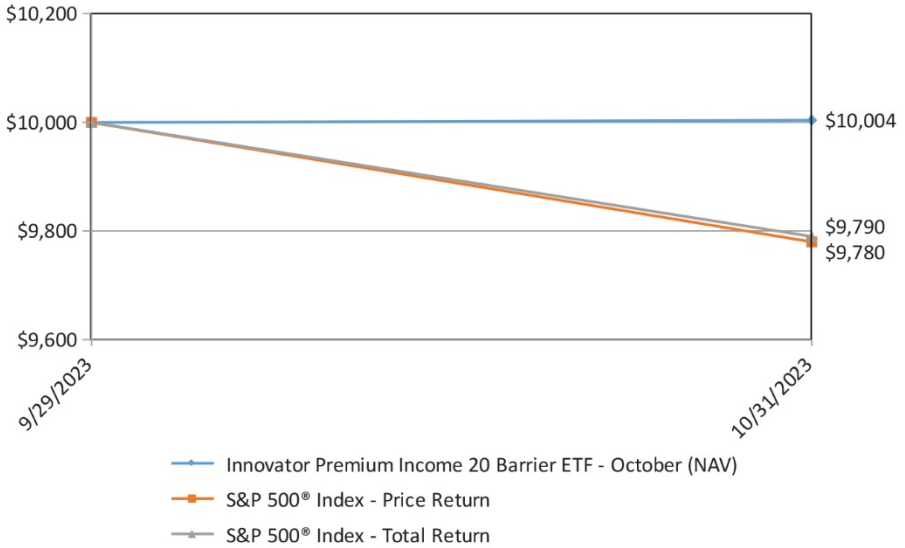
INNOVATOR PREMIUM INCOME 20 BARRIER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 20 Barrier ETF – October from its inception (September 29, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023
Since Inception ^(a)**

Innovator Premium Income 20 Barrier ETF - October	
NAV Return	0.04%
Market Return	0.15%
S&P 500® Index - Price Return	-2.20%
S&P 500® Index - Total Return.....	-2.10%

^(a) Inception date is September 29, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

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You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/OCTH.

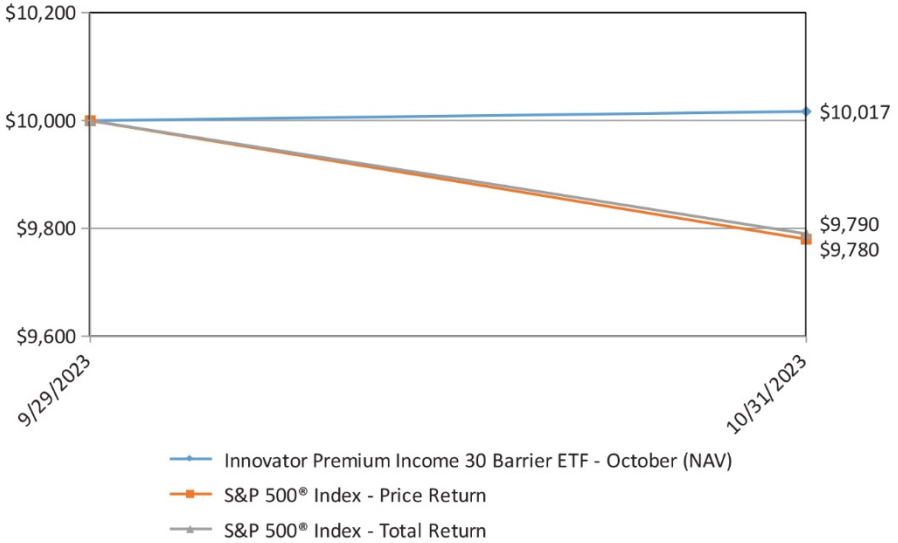
INNOVATOR PREMIUM INCOME 30 BARRIER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 30 Barrier ETF – October from its inception (September 29, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023**

Since Inception ^(a)

Innovator Premium Income 30 Barrier ETF - October	
NAV Return	0.17%
Market Return	0.42%
S&P 500® Index - Price Return	-2.20%
S&P 500® Index - Total Return.....	-2.10%

^(a) Inception date is September 29, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/OCTJ.

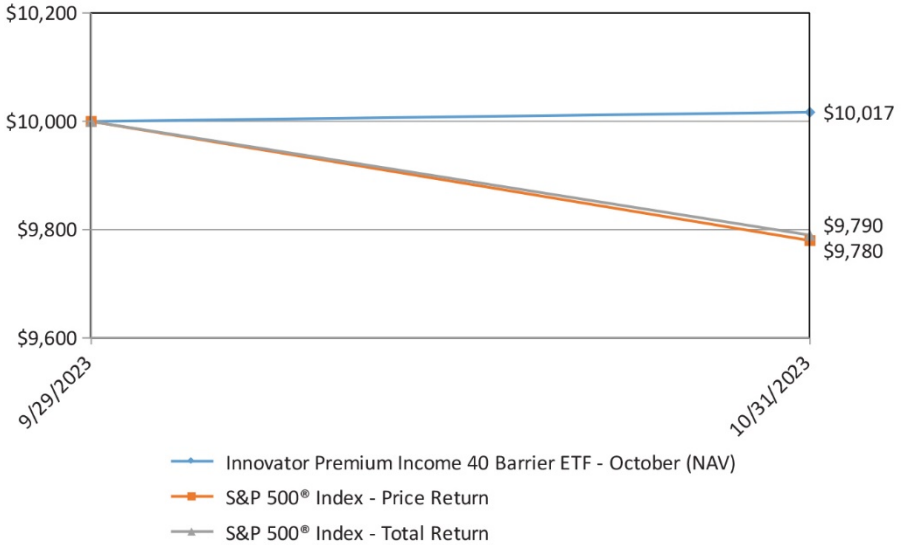
INNOVATOR PREMIUM INCOME 40 BARRIER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 40 Barrier ETF – October from its inception (September 29, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023
Since Inception ^(a)**

Innovator Premium Income 40 Barrier ETF - October	
NAV Return	0.17%
Market Return	0.27%
S&P 500® Index - Price Return	-2.20%
S&P 500® Index - Total Return.....	-2.10%

^(a) Inception date is September 29, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretfs.com.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/OCTQ.

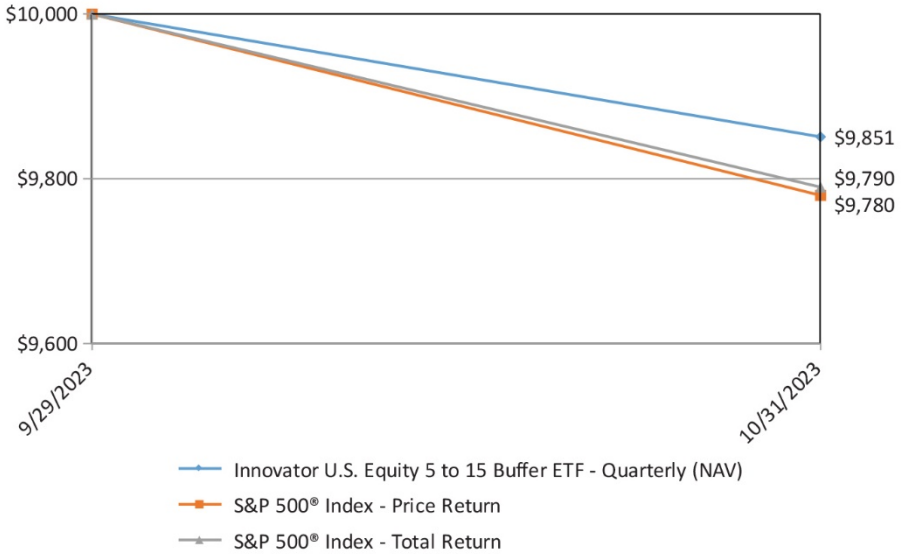
INNOVATOR U.S. EQUITY 5 TO 15 BUFFER ETF - QUARTERLY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity 5 to 15 Buffer ETF – Quarterly from its inception (September 29, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023
Since Inception ^(a)**

Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly	
NAV Return	-1.49%
Market Return	-1.37%
S&P 500® Index - Price Return	-2.20%
S&P 500® Index - Total Return.....	-2.10%

^(a) Inception date is September 29, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.69%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY 5 TO 15 BUFFER ETF - QUARTERLY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/EALT.

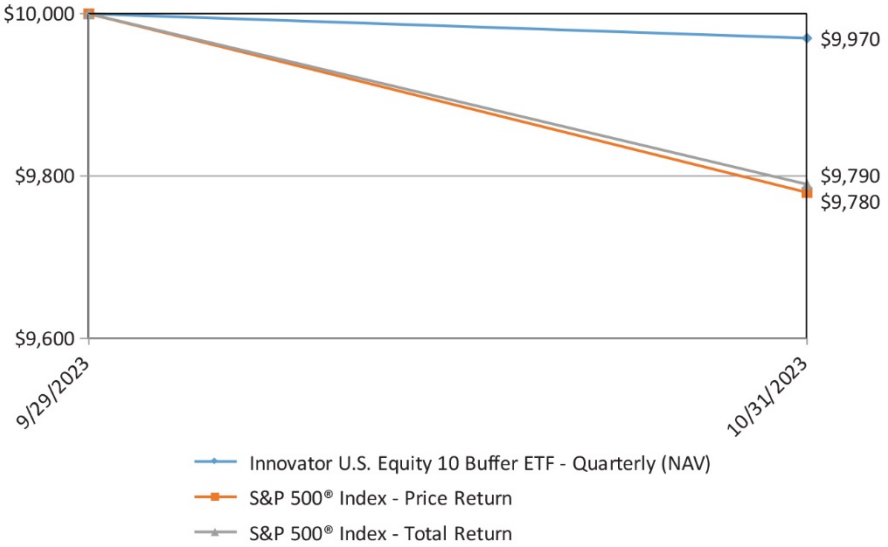
INNOVATOR U.S. EQUITY 10 BUFFER ETF - QUARTERLY

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator U.S. Equity 10 Buffer ETF – Quarterly from its inception (September 29, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023
Since Inception ^(a)**

Innovator U.S. Equity 10 Buffer ETF - Quarterly	
NAV Return	-0.30%
Market Return	-0.33%
S&P 500® Index - Price Return	-2.20%
S&P 500® Index - Total Return.....	-2.10%

^(a) Inception date is September 29, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.69%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR U.S. EQUITY 10 BUFFER ETF - QUARTERLY

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

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You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/ZALT.

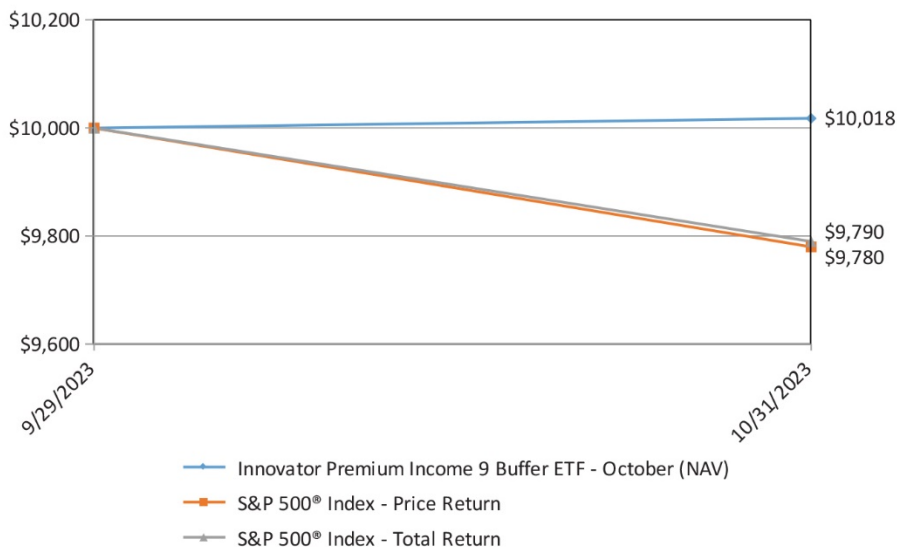
INNOVATOR PREMIUM INCOME 9 BUFFER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 9 Buffer ETF – October from its inception (September 29, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023
Since Inception ^(a)**

Innovator Premium Income 9 Buffer ETF - October	
NAV Return	0.18%
Market Return	0.32%
S&P 500® Index - Price Return	-2.20%
S&P 500® Index - Total Return.....	-2.10%

^(a) Inception date is September 29, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR PREMIUM INCOME 9 BUFFER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/HOCT.

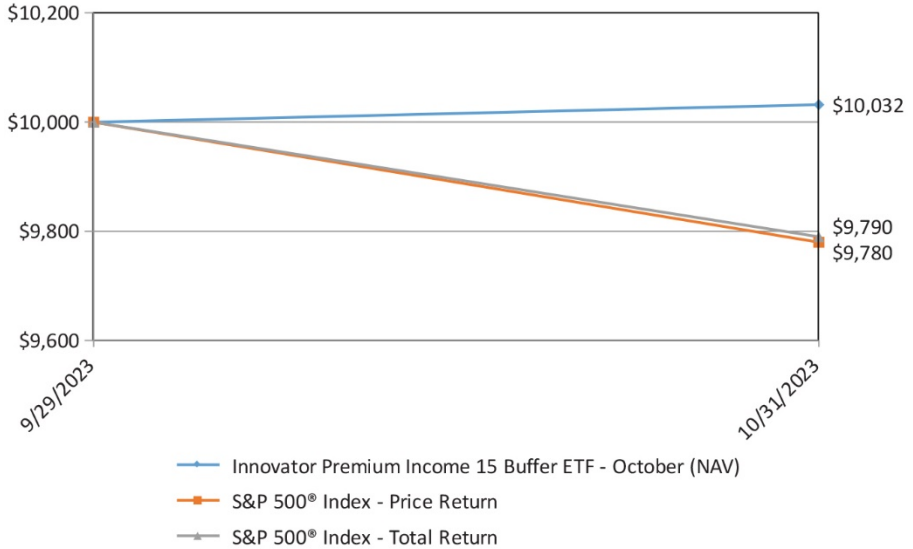
INNOVATOR PREMIUM INCOME 15 BUFFER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited)

The following chart compares the value of a hypothetical \$10,000 investment in the Innovator Premium Income 15 Buffer ETF – October from its inception (September 29, 2023) to October 31, 2023 as compared with the S&P 500® Index – Price Return and Total Return.

**Growth of a Hypothetical \$10,000 Investment
at October 31, 2023**



**Total Returns as
of October 31,
2023
Since Inception ^(a)**

Innovator Premium Income 15 Buffer ETF - October	
NAV Return	0.32%
Market Return	0.49%
S&P 500® Index - Price Return	-2.20%
S&P 500® Index - Total Return.....	-2.10%

^(a) Inception date is September 29, 2023.

Performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. As of the latest prospectus, the net expense ratio of the Fund was 0.79%. For the most recent performance, please visit the Fund's website at innovatoretf.com.

INNOVATOR PREMIUM INCOME 15 BUFFER ETF - OCTOBER

Fund Performance

October 31, 2023 (Unaudited) (Continued)

The line graph and performance table do not reflect the deduction of taxes that a shareholder may pay on fund distributions or the redemption of Fund shares. Returns shown for the Fund and S&P 500® Index – Total Return include the reinvestment of all dividends, if any. Returns shown for the S&P 500® Index – Price Return do not include the reinvestment of dividends, if any.

The S&P 500® Index is an unmanaged, capitalization-weighted index generally representative of the U.S. market for large capitalization stocks.

The Fund's portfolio holdings may differ significantly from the securities held in the relevant index and, unlike an exchange-traded fund, the performance of an unmanaged index does not reflect deductions for transaction costs, taxes, management fees or other expenses.

You cannot invest directly in an index.

Premium/Discount Information:

Information regarding the differences between the price of the Fund's shares on the secondary market and the Fund's net asset value is available at Innovatoretf.com/LOCT.

INNOVATOR ETFs TRUST

Expense Example

For the Period Ended October 31, 2023 (Unaudited)

As a shareholder of the Funds, you incur two types of costs: (1) ongoing costs, including management fees, and other Fund expenses; and (2) transaction costs, including brokerage commissions on the purchase and sale of Fund shares. This Example is intended to help you understand your ongoing costs (in dollars) of investing in the Funds and to compare these costs with the ongoing costs of investing in other funds.

The Example is based on an investment of \$1,000 invested at the beginning of the respective period and held for the entire respective period to October 31, 2023 for each Fund.

Actual Expenses

The following table provides information about actual account values and actual expenses. You may use the information in this table, together with the amount you invested, to estimate the expenses you paid over the period. Simply divide your account value by \$1,000 (for example, an \$8,600 account value divided by \$1,000 equals 8.6), then multiply the result by the number in the applicable line under the heading titled “Expenses Paid During the Period” to estimate the expenses you paid on your account during the period.

	Beginning Account Value	Ending Account Value	Expenses Paid During the Period
Innovator U.S. Equity Buffer ETF - January (NAV).....	\$ 1,000.00	\$ 1,007.20	\$ 4.00 ^(a)
Innovator U.S. Equity Buffer ETF - February (NAV).....	1,000.00	1,010.10	4.00 ^(a)
Innovator U.S. Equity Buffer ETF - March (NAV).....	1,000.00	1,013.70	4.01 ^(a)
Innovator U.S. Equity Buffer ETF - April (NAV).....	1,000.00	1,012.60	4.01 ^(a)
Innovator U.S. Equity Buffer ETF - May (NAV).....	1,000.00	1,013.30	4.01 ^(a)
Innovator U.S. Equity Buffer ETF - June (NAV).....	1,000.00	1,004.60	3.99 ^(a)
Innovator U.S. Equity Buffer ETF - July (NAV).....	1,000.00	1,023.80	4.03 ^(a)
Innovator U.S. Equity Buffer ETF - August (NAV).....	1,000.00	1,020.10	4.02 ^(a)
Innovator U.S. Equity Buffer ETF - September (NAV).....	1,000.00	1,019.70	4.02 ^(a)
Innovator U.S. Equity Buffer ETF - October (NAV).....	1,000.00	1,017.50	4.02 ^(a)
Innovator U.S. Equity Buffer ETF - November (NAV).....	1,000.00	998.40	3.98 ^(a)
Innovator U.S. Equity Buffer ETF - December (NAV).....	1,000.00	999.70	3.98 ^(a)
Innovator U.S. Equity Power Buffer ETF - January (NAV).....	1,000.00	1,017.30	4.02 ^(a)
Innovator U.S. Equity Power Buffer ETF - February (NAV).....	1,000.00	1,014.30	4.01 ^(a)
Innovator U.S. Equity Power Buffer ETF - March (NAV).....	1,000.00	1,020.30	4.02 ^(a)
Innovator U.S. Equity Power Buffer ETF - April (NAV).....	1,000.00	1,016.40	4.02 ^(a)
Innovator U.S. Equity Power Buffer ETF - May (NAV).....	1,000.00	1,016.90	4.02 ^(a)
Innovator U.S. Equity Power Buffer ETF - June (NAV).....	1,000.00	1,005.80	3.99 ^(a)
Innovator U.S. Equity Power Buffer ETF - July (NAV).....	1,000.00	1,036.50	4.06 ^(a)
Innovator U.S. Equity Power Buffer ETF - August (NAV).....	1,000.00	1,032.30	4.05 ^(a)
Innovator U.S. Equity Power Buffer ETF - September (NAV).....	1,000.00	1,031.60	4.05 ^(a)
Innovator U.S. Equity Power Buffer ETF - October (NAV).....	1,000.00	1,045.10	4.07 ^(a)
Innovator U.S. Equity Power Buffer ETF - November (NAV).....	1,000.00	1,000.70	3.98 ^(a)
Innovator U.S. Equity Power Buffer ETF - December (NAV).....	1,000.00	996.20	3.97 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - January (NAV).....	1,000.00	1,021.30	4.02 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - February (NAV).....	1,000.00	1,009.90	4.00 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - March (NAV).....	1,000.00	1,016.10	4.01 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - April (NAV).....	1,000.00	1,010.60	4.00 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - May (NAV).....	1,000.00	1,009.40	4.00 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - June (NAV).....	1,000.00	1,006.10	3.99 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - July (NAV).....	1,000.00	1,012.90	4.01 ^(a)

INNOVATOR ETFs TRUST

Expense Example

For the Period Ended October 31, 2023 (Unaudited) (Continued)

	Beginning Account Value	Ending Account Value	Expenses Paid During the Period
Innovator U.S. Equity Ultra Buffer ETF - August (NAV)	1,000.00	1,037.20	4.06 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - September (NAV)	1,000.00	1,036.10	4.05 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - October (NAV)	1,000.00	1,042.20	4.07 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - November (NAV)	1,000.00	1,009.30	4.00 ^(a)
Innovator U.S. Equity Ultra Buffer ETF - December (NAV)	1,000.00	995.40	3.97 ^(a)
Innovator Premium Income 10 Barrier ETF - April (NAV)	1,000.00	1,054.40	4.09 ^(a)
Innovator Premium Income 20 Barrier ETF - April (NAV)	1,000.00	1,050.40	4.08 ^(a)
Innovator Premium Income 30 Barrier ETF - April (NAV)	1,000.00	1,036.90	4.06 ^(a)
Innovator Premium Income 40 Barrier ETF - April (NAV)	1,000.00	1,030.70	4.04 ^(a)
Innovator Premium Income 10 Barrier ETF - July (NAV)	1,000.00	1,001.70	2.62 ^(b)
Innovator Premium Income 20 Barrier ETF - July (NAV)	1,000.00	1,012.00	2.63 ^(b)
Innovator Premium Income 30 Barrier ETF - July (NAV)	1,000.00	1,017.90	2.64 ^(b)
Innovator Premium Income 40 Barrier ETF - July (NAV)	1,000.00	1,018.20	2.64 ^(b)
Innovator Premium Income 10 Barrier ETF - October (NAV)	1,000.00	998.60	0.65 ^(c)
Innovator Premium Income 20 Barrier ETF - October (NAV)	1,000.00	1,000.40	0.65 ^(c)
Innovator Premium Income 30 Barrier ETF - October (NAV)	1,000.00	1,001.70	0.65 ^(c)
Innovator Premium Income 40 Barrier ETF - October (NAV)	1,000.00	1,001.70	0.65 ^(c)
Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly (NAV)	1,000.00	985.10	0.56 ^(d)
Innovator U.S. Equity 10 Buffer ETF - Quarterly (NAV)	1,000.00	997.00	0.57 ^(d)
Innovator Premium Income 9 Buffer ETF - October (NAV)	1,000.00	1,001.80	0.65 ^(c)
Innovator Premium Income 15 Buffer ETF - October (NAV)	1,000.00	1,003.20	0.65 ^(c)

^(a) Expenses are equal to the Fund's annualized expense ratio (0.79%), multiplied by the average account value over the period, multiplied by 184/365 (to reflect the six month period).

^(b) Expenses are equal to the Fund's annualized expense ratio (0.79%), multiplied by the average account value over the period, multiplied by 121/365 (to reflect the period since the Fund's inception).

^(c) Expenses are equal to the Fund's annualized expense ratio (0.79%), multiplied by the average account value over the period, multiplied by 31/365 (to reflect the period since the Fund's inception).

^(d) Expenses are equal to the Fund's annualized expense ratio (0.69%), multiplied by the average account value over the period, multiplied by 31/365 (to reflect the period since the Fund's inception).

Hypothetical Example for Comparison Purposes

The following table provides information about hypothetical account values and hypothetical expenses based on the Funds' actual expense ratios and an assumed rate of return of 5% per year before expenses, which are not the Funds' actual returns. The hypothetical account values and expenses may not be used to estimate the actual ending account balance or expenses you paid for the period. You may use this information to compare the ongoing costs of investing in the Funds with other funds. To do so, compare this 5% hypothetical example with the 5% hypothetical examples that appear in the shareholder reports of other funds.

Please note that the expenses shown in the table are meant to highlight your ongoing costs only and do not reflect any transactional costs, such as brokerage commissions on the purchase and sale of Fund shares with respect to the Funds. Therefore, the table below is useful in comparing the ongoing costs only, and will not help you determine the relative total costs of owning different funds. In addition, if these transactional costs were included, your costs could have been higher.

INNOVATOR ETFs TRUST

Expense Example

For the Period Ended October 31, 2023 (Unaudited) (Continued)

	Beginning Account Value	Ending Account Value	Expenses Paid During the Period
Innovator U.S. Equity Buffer ETF - January (NAV).....	\$ 1,000.00	\$ 1,021.22	\$ 4.02 (a)
Innovator U.S. Equity Buffer ETF - February (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - March (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - April (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - May (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - June (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - July (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - August (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - September (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - October (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - November (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Buffer ETF - December (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - January (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - February (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - March (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - April (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - May (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - June (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - July (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - August (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - September (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - October (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - November (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Power Buffer ETF - December (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - January (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - February (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - March (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - April (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - May (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - June (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - July (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - August (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - September (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - October (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - November (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator U.S. Equity Ultra Buffer ETF - December (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator Premium Income 10 Barrier ETF - April (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator Premium Income 20 Barrier ETF - April (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator Premium Income 30 Barrier ETF - April (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator Premium Income 40 Barrier ETF - April (NAV).....	1,000.00	1,021.22	4.02 (a)
Innovator Premium Income 10 Barrier ETF - July (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator Premium Income 20 Barrier ETF - July (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator Premium Income 30 Barrier ETF - July (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator Premium Income 40 Barrier ETF - July (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator Premium Income 10 Barrier ETF - October (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator Premium Income 20 Barrier ETF - October (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator Premium Income 30 Barrier ETF - October (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator Premium Income 40 Barrier ETF - October (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly (NAV).....	1,000.00	1,021.73	3.52 (b)
Innovator U.S. Equity 10 Buffer ETF - Quarterly (NAV).....	1,000.00	1,021.73	3.52 (b)
Innovator Premium Income 9 Buffer ETF - October (NAV).....	1,000.00	1,021.22	4.02 (b)
Innovator Premium Income 15 Buffer ETF - October (NAV).....	1,000.00	1,021.22	4.02 (b)

(a) Expenses are equal to the Fund's annualized expense ratio (0.79%), multiplied by the average account value over the period, multiplied by 184/365 (to reflect the six month period).

(b) For comparative purposes only as the Fund was not in operation for the full six month period.

INNOVATOR U.S. EQUITY BUFFER ETF – JANUARY

Schedule of Investments

October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.02% ^{(a)(b)}			
CALL OPTIONS - 99.44%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike Price \$3.84	3,576	\$149,548,320	\$147,625,755
			147,625,755
PUT OPTIONS - 0.58%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike Price \$382.44	3,576	149,548,320	856,810
			856,810
TOTAL PURCHASED OPTIONS (Cost \$144,374,993)			148,482,565
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.24%			
Money Market Deposit Account - 0.24%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	351,726		351,726
TOTAL SHORT-TERM INVESTMENTS (Cost \$351,726) .			351,726
Total Investments (Cost \$144,726,719) - 100.26%			148,834,291
Liabilities in Excess of Other Assets - (0.26)%			(373,964)
TOTAL NET ASSETS - 100.00%			\$148,460,327
Asset Type			% of Net Assets
Purchased Options			100.02%
Short Term Investments			0.24
Total Investments			100.26
Liabilities in Excess of Other Assets			(0.26)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – JANUARY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	12/29/2023	\$478.31	3,576	\$(149,548,320)	\$ (25,711)
					<u>(25,711)</u>
Put Options					
SPDR S&P 500 ETF.....	12/29/2023	348.01	3,576	(149,548,320)	(250,213)
					<u>(250,213)</u>
Total Options Written (Premiums Received					
\$7,667,569)					<u>\$(275,924)</u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – FEBRUARY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.45% ^{(a)(b)}			
CALL OPTIONS - 98.49%			
SPDR S&P 500 ETF, Expires 1/31/2024, Strike Price \$4.08	2,385	\$99,740,700	\$ 98,416,334
			98,416,334
PUT OPTIONS - 1.96%			
SPDR S&P 500 ETF, Expires 1/31/2024, Strike Price \$406.49	2,385	99,740,700	1,959,301
			1,959,301
TOTAL PURCHASED OPTIONS (Cost \$100,806,196)			100,375,635
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.30%			
Money Market Deposit Account - 0.30%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	298,635		298,635
TOTAL SHORT-TERM INVESTMENTS (Cost \$298,635) ..			298,635
Total Investments (Cost \$101,104,831) - 100.75%			100,674,270
Liabilities in Excess of Other Assets - (0.75)%			(745,281)
TOTAL NET ASSETS - 100.00%			\$ 99,928,989
			% of Net Assets
Asset Type			
Purchased Options			100.45%
Short Term Investments			0.30
Total Investments			100.75
Liabilities in Excess of Other Assets			(0.75)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – FEBRUARY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	1/31/2024	\$485.66	2,385	\$(99,740,700)	<u>\$ (36,896)</u>
					<u>(36,896)</u>
Put Options					
SPDR S&P 500 ETF	1/31/2024	369.90	2,385	(99,740,700)	<u>(644,594)</u>
					<u>(644,594)</u>
Total Options Written (Premiums Received					
\$4,263,961)					<u><u>\$(681,490)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – MARCH

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.64% ^{(a)(b)}			
CALL OPTIONS - 98.86%			
SPDR S&P 500 ETF, Expires 2/29/2024, Strike Price \$3.97	2,096	\$87,654,720	<u>\$86,538,201</u> <u>86,538,201</u>
PUT OPTIONS - 1.78%			
SPDR S&P 500 ETF, Expires 2/29/2024, Strike Price \$396.27	2,096	87,654,720	<u>1,561,709</u> <u>1,561,709</u>
TOTAL PURCHASED OPTIONS (Cost \$86,184,810)			<u>88,099,910</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.26%			
Money Market Deposit Account - 0.26%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	223,245		<u>223,245</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$223,245) ...			<u>223,245</u>
Total Investments (Cost \$86,408,055) - 100.90%			88,323,155
Liabilities in Excess of Other Assets - (0.90)%			<u>(787,271)</u>
TOTAL NET ASSETS - 100.00%			<u><u>\$87,535,884</u></u>
			% of Net Assets
Asset Type			Assets
Purchased Options.....			100.64%
Short Term Investments			<u>0.26</u>
Total Investments			100.90
Liabilities in Excess of Other Assets			<u>(0.90)</u>
Net Assets.....			<u><u>100.00%</u></u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – MARCH

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	2/29/2024	\$480.47	2,096	\$(87,654,720)	<u>\$(104,989)</u>
					<u>(104,989)</u>
Put Options					
SPDR S&P 500 ETF	2/29/2024	360.60	2,096	(87,654,720)	<u>(623,601)</u>
					<u>(623,601)</u>
Total Options Written (Premiums Received					
\$3,844,013)					<u><u>\$(728,590)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – APRIL

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 101.17% ^{(a)(b)}			
CALL OPTIONS - 98.24%			
SPDR S&P 500 ETF, Expires 3/28/2024, Strike Price \$4.11	3,617	\$151,262,940	\$148,760,337
			148,760,337
PUT OPTIONS - 2.93%			
SPDR S&P 500 ETF, Expires 3/28/2024, Strike Price \$409.40	3,617	151,262,940	4,436,974
			4,436,974
TOTAL PURCHASED OPTIONS (Cost \$153,666,851)			153,197,311
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.25%			
Money Market Deposit Account - 0.25%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$ 382,738		382,738
TOTAL SHORT-TERM INVESTMENTS (Cost \$382,738) .			382,738
Total Investments (Cost \$154,049,589) - 101.42%			153,580,049
Liabilities in Excess of Other Assets - (1.42)%			(2,147,356)
TOTAL NET ASSETS - 100.00%			\$151,432,693
Asset Type			% of Net Assets
Purchased Options			101.17%
Short Term Investments			0.25
Total Investments			101.42
Liabilities in Excess of Other Assets			(1.42)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – APRIL

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	3/28/2024	\$491.84	3,617	\$(151,262,940)	<u>\$ (155,821)</u>
					<u>(155,821)</u>
Put Options					
SPDR S&P 500 ETF.....	3/28/2024	372.54	3,617	(151,262,940)	<u>(1,890,967)</u>
					<u>(1,890,967)</u>
Total Options Written (Premiums Received					
\$7,058,998)					<u><u>\$(2,046,788)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – MAY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 101.62% ^{(a)(b)}			
CALL OPTIONS - 97.94%			
SPDR S&P 500 ETF, Expires 4/30/2024, Strike Price \$4.17	2,642	\$110,488,440	<u>\$108,648,843</u>
			<u>108,648,843</u>
PUT OPTIONS - 3.68%			
SPDR S&P 500 ETF, Expires 4/30/2024, Strike Price \$415.94	2,642	110,488,440	<u>4,083,633</u>
			<u>4,083,633</u>
TOTAL PURCHASED OPTIONS (Cost \$113,920,900)....			<u>112,732,476</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.29%			
Money Market Deposit Account - 0.29%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$ 321,370		<u>321,370</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$321,370) .			<u>321,370</u>
Total Investments (Cost \$114,242,270) - 101.91%			113,053,846
Liabilities in Excess of Other Assets - (1.91%)			<u>(2,114,189)</u>
TOTAL NET ASSETS - 100.00%			<u>\$110,939,657</u>
			<u>100.00%</u>
Asset Type			% of Net Assets
Purchased Options.....			<u>101.62%</u>
Short Term Investments			<u>0.29</u>
Total Investments			<u>101.91</u>
Liabilities in Excess of Other Assets			<u>(1.91)</u>
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – MAY

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	4/30/2024	\$496.87	2,642	\$(110,488,440)	\$ (163,249)
					<u>(163,249)</u>
Put Options					
SPDR S&P 500 ETF.....	4/30/2024	378.50	2,642	(110,488,440)	(1,870,114)
					<u>(1,870,114)</u>
Total Options Written (Premiums Received					
\$5,068,740)					<u><u>\$(2,033,363)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – JUNE

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 101.98% ^{(a)(b)}			
CALL OPTIONS - 97.91%			
SPDR S&P 500 ETF, Expires 5/31/2024, Strike Price \$4.19	2,405	\$100,577,100	\$ 98,915,413
			98,915,413
PUT OPTIONS - 4.07%			
SPDR S&P 500 ETF, Expires 5/31/2024, Strike Price \$417.86	2,405	100,577,100	4,112,310
			4,112,310
TOTAL PURCHASED OPTIONS (Cost \$104,256,768)			103,027,723
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.26%			
Money Market Deposit Account - 0.26%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$ 259,779		259,779
TOTAL SHORT-TERM INVESTMENTS (Cost \$259,779) .			259,779
Total Investments (Cost \$104,516,547) - 102.24%			103,287,502
Liabilities in Excess of Other Assets - (2.24)%			(2,256,695)
TOTAL NET ASSETS - 100.00%			\$101,030,807
Asset Type			% of Net Assets
Purchased Options			101.98%
Short Term Investments			0.26
Total Investments			102.24
Liabilities in Excess of Other Assets			(2.24)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – JUNE

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	5/31/2024	\$501.13	2,405	\$(100,577,100)	<u>\$ (197,571)</u> <u>(197,571)</u>
Put Options					
SPDR S&P 500 ETF.....	5/31/2024	380.24	2,405	(100,577,100)	<u>(1,989,993)</u> <u>(1,989,993)</u>
Total Options Written (Premiums Received					
\$4,135,330)					<u><u>\$(2,187,564)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – JULY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 103.27% ^{(a)(b)}			
CALL OPTIONS - 96.49%			
SPDR S&P 500 ETF, Expires 6/28/2024, Strike Price \$4.45	8,057	\$336,943,740	\$329,636,041
			329,636,041
PUT OPTIONS - 6.78%			
SPDR S&P 500 ETF, Expires 6/28/2024, Strike Price \$443.29	8,057	336,943,740	23,139,704
			23,139,704
TOTAL PURCHASED OPTIONS (Cost \$365,238,419)			352,775,745
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.29%			
Money Market Deposit Account - 0.29%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	982,112		982,112
TOTAL SHORT-TERM INVESTMENTS (Cost \$982,112) .			982,112
Total Investments (Cost \$366,220,531) - 103.56%			353,757,857
Liabilities in Excess of Other Assets - (3.56)%			(12,142,607)
TOTAL NET ASSETS - 100.00%			\$341,615,250
			% of Net Assets
Asset Type			103.27%
Purchased Options.....			0.29
Short Term Investments			103.56
Total Investments			(3.56)
Liabilities in Excess of Other Assets			100.00%
Net Assets.....			

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – JULY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	6/28/2024	\$528.61	8,057	\$(336,943,740)	\$ (241,710)
					<u>(241,710)</u>
Put Options					
SPDR S&P 500 ETF	6/28/2024	403.38	8,057	(336,943,740)	(11,674,593)
					<u>(11,674,593)</u>
Total Options Written (Premiums Received \$11,205,712)					<u><u>\$(11,916,303)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – AUGUST

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 104.34% ^{(a)(b)}			
CALL OPTIONS - 95.75%			
SPDR S&P 500 ETF, Expires 7/31/2024, Strike Price \$4.59	4,260	\$178,153,200	\$174,303,609
			174,303,609
PUT OPTIONS - 8.59%			
SPDR S&P 500 ETF, Expires 7/31/2024, Strike Price \$457.80	4,260	178,153,200	15,639,481
			15,639,481
TOTAL PURCHASED OPTIONS (Cost \$198,536,835)			189,943,090
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.27%			
Money Market Deposit Account - 0.27%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$ 493,584		493,584
TOTAL SHORT-TERM INVESTMENTS (Cost \$493,584) .			493,584
Total Investments (Cost \$199,030,419) - 104.61%			190,436,674
Liabilities in Excess of Other Assets - (4.61)%			(8,399,510)
TOTAL NET ASSETS - 100.00%			\$182,037,164
Asset Type			% of Net Assets
Purchased Options			104.34%
Short Term Investments			0.27
Total Investments			104.61
Liabilities in Excess of Other Assets			(4.61)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – AUGUST

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	7/31/2024	\$550.95	4,260	\$(178,153,200)	\$ (109,184)
					<u>(109,184)</u>
Put Options					
SPDR S&P 500 ETF.....	7/31/2024	416.59	4,260	(178,153,200)	(8,167,698)
					<u>(8,167,698)</u>
Total Options Written (Premiums Received					
\$6,459,837)					<u><u>\$(8,276,882)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – SEPTEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 104.09% ^{(a)(b)}			
CALL OPTIONS - 96.32%			
SPDR S&P 500 ETF, Expires 8/30/2024, Strike Price \$4.52	4,190	\$175,225,800	<u>\$171,544,047</u>
			<u>171,544,047</u>
PUT OPTIONS - 7.77%			
SPDR S&P 500 ETF, Expires 8/30/2024, Strike Price \$450.36	4,190	175,225,800	<u>13,843,090</u>
			<u>13,843,090</u>
TOTAL PURCHASED OPTIONS (Cost \$192,443,157) ...			<u>185,387,137</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.32%			
Money Market Deposit Account - 0.32%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) ... \$	573,434		<u>573,434</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$573,434) .			<u>573,434</u>
Total Investments (Cost \$193,016,591) - 104.41% ...			<u>185,960,571</u>
Liabilities in Excess of Other Assets - (4.41)%			<u>(7,851,909)</u>
TOTAL NET ASSETS - 100.00%			<u>\$178,108,662</u>
			<u>100.00%</u>
Asset Type			% of Net Assets
Purchased Options.....			<u>104.09%</u>
Short Term Investments			<u>0.32</u>
Total Investments			<u>104.41</u>
Liabilities in Excess of Other Assets			<u>(4.41)</u>
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – SEPTEMBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	8/30/2024	\$539.38	4,190	\$(175,225,800)	\$ (227,559)
					<u>(227,559)</u>
Put Options					
SPDR S&P 500 ETF.....	8/30/2024	409.82	4,190	(175,225,800)	(7,508,019)
					<u>(7,508,019)</u>
Total Options Written (Premiums Received					
\$6,409,612)					<u><u>\$(7,735,578)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 103.57% ^{(a)(b)}			
CALL OPTIONS - 97.62%			
SPDR S&P 500 ETF, Expires 9/30/2024, Strike Price \$4.29	4,097	\$171,336,540	<u>\$167,148,914</u>
			<u>167,148,914</u>
PUT OPTIONS - 5.95%			
SPDR S&P 500 ETF, Expires 9/30/2024, Strike Price \$427.49	4,097	171,336,540	<u>10,191,329</u>
			<u>10,191,329</u>
TOTAL PURCHASED OPTIONS (Cost \$180,101,052) ...			<u>177,340,243</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.27%			
Money Market Deposit Account - 0.27%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) ... \$	469,884		<u>469,884</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$469,884) .			<u>469,884</u>
Total Investments (Cost \$180,570,936) - 103.84% ...			177,810,127
Liabilities in Excess of Other Assets - (3.84)%			(6,580,094)
TOTAL NET ASSETS - 100.00%			<u>\$171,230,033</u>
			<u>% of Net Assets</u>
Asset Type			
Purchased Options			<u>103.57%</u>
Short Term Investments			<u>0.27</u>
Total Investments			<u>103.84</u>
Liabilities in Excess of Other Assets			<u>(3.84)</u>
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – OCTOBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	9/30/2024	\$514.34	4,097	\$(171,336,540)	\$ (741,680)
					<u>(741,680)</u>
Put Options					
SPDR S&P 500 ETF.....	9/30/2024	389.01	4,097	(171,336,540)	(5,730,146)
					<u>(5,730,146)</u>
Total Options Written (Premiums Received					
\$6,814,783)					<u><u>\$(6,471,826)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – NOVEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 103.93% ^{(a)(b)}			
CALL OPTIONS - 98.33%			
SPDR S&P 500 ETF, Expires 10/31/2024, Strike Price \$4.19	2,023	\$84,601,860	<u>\$82,520,193</u> <u>82,520,193</u>
PUT OPTIONS - 5.60%			
SPDR S&P 500 ETF, Expires 10/31/2024, Strike Price \$418.21	2,023	84,601,860	<u>4,701,452</u> <u>4,701,452</u>
TOTAL PURCHASED OPTIONS (Cost \$87,230,301)			<u>87,221,645</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.22%			
Money Market Deposit Account - 0.22%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	184,270		<u>184,270</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$184,270) ...			<u>184,270</u>
Total Investments (Cost \$87,414,571) - 104.15%			<u>87,405,915</u>
Liabilities in Excess of Other Assets - (4.15)%			<u>(3,481,852)</u>
TOTAL NET ASSETS - 100.00%			<u>\$83,924,063</u>
Asset Type			% of Net Assets
Purchased Options			<u>103.93%</u>
Short Term Investments			<u>0.22</u>
Total Investments			<u>104.15</u>
Liabilities in Excess of Other Assets			<u>(4.15)</u>
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the “MMDA”) is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – NOVEMBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	10/31/2024	\$504.22	2,023	\$(84,601,860)	<u>\$ (809,200)</u>
					<u>(809,200)</u>
Put Options					
SPDR S&P 500 ETF.....	10/31/2024	380.56	2,023	(84,601,860)	<u>(2,676,429)</u>
					<u>(2,676,429)</u>
Total Options Written (Premiums Received					
\$3,476,946)					<u><u>\$(3,485,629)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – DECEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 99.92% ^{(a)(b)}			
CALL OPTIONS - 99.04%			
SPDR S&P 500 ETF, Expires 11/30/2023, Strike Price \$4.09	2,293	\$95,893,260	<u>\$95,006,534</u>
			<u>95,006,534</u>
PUT OPTIONS - 0.88%			
SPDR S&P 500 ETF, Expires 11/30/2023, Strike Price \$407.69	2,293	95,893,260	<u>846,621</u>
			<u>846,621</u>
TOTAL PURCHASED OPTIONS (Cost \$97,672,080)			<u>95,853,155</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.27%			
Money Market Deposit Account - 0.27%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	255,040		<u>255,040</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$255,040) ...			<u>255,040</u>
Total Investments (Cost \$97,927,120) - 100.19%			<u>96,108,195</u>
Liabilities in Excess of Other Assets - (0.19)%.....			<u>(178,446)</u>
TOTAL NET ASSETS - 100.00%			<u><u>\$95,929,749</u></u>
			% of Net Assets
Asset Type			Assets
Purchased Options			<u>99.92%</u>
Short Term Investments			<u>0.27</u>
Total Investments			<u>100.19</u>
Liabilities in Excess of Other Assets			<u>(0.19)</u>
Net Assets			<u><u>100.00%</u></u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY BUFFER ETF – DECEMBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF.....	11/30/2023	\$509.60	2,293	\$(95,893,260)	<u>\$ (1,605)</u>
					<u>(1,605)</u>
Put Options					
SPDR S&P 500 ETF.....	11/30/2023	370.99	2,293	(95,893,260)	<u>(112,587)</u>
					<u>(112,587)</u>
Total Options Written (Premiums Received					
\$5,536,138)					<u><u>\$(114,192)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – JANUARY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.04% ^{(a)(b)}			
CALL OPTIONS - 99.46%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike			
Price \$3.82	13,719	\$573,728,580	\$566,380,135
			<u>566,380,135</u>
PUT OPTIONS - 0.58%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike			
Price \$382.43	13,719	573,728,580	3,285,837
			<u>3,285,837</u>
TOTAL PURCHASED OPTIONS (Cost \$551,920,994)			<u>569,665,972</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.26%			
Money Market Deposit Account - 0.26%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$1,500,104		1,500,104
TOTAL SHORT-TERM INVESTMENTS (Cost \$1,500,104)			<u>1,500,104</u>
Total Investments (Cost \$553,421,098) - 100.30%			571,166,076
Liabilities in Excess of Other Assets - (0.30)%			(1,700,760)
TOTAL NET ASSETS - 100.00%			<u>\$569,465,316</u>
			% of Net Assets
Asset Type			
Purchased Options			100.04%
Short Term Investments			<u>0.26</u>
Total Investments			100.30
Liabilities in Excess of Other Assets			(0.30)
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – JANUARY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	12/29/2023	\$454.48	13,719	\$(573,728,580)	<u>\$ (747,411)</u>
					<u>(747,411)</u>
Put Options					
SPDR S&P 500 ETF	12/29/2023	325.07	13,719	(573,728,580)	<u>(569,750)</u>
					<u>(569,750)</u>
Total Options Written (Premiums Received					
\$30,429,099)					<u><u>\$(1,317,161)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – FEBRUARY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.30% ^{(a)(b)}			
CALL OPTIONS - 98.32%			
SPDR S&P 500 ETF, Expires 1/31/2024, Strike Price \$4.06	10,560	\$441,619,200	\$435,357,120
			435,357,120
PUT OPTIONS - 1.98%			
SPDR S&P 500 ETF, Expires 1/31/2024, Strike Price \$406.48	10,560	441,619,200	8,754,240
			8,754,240
TOTAL PURCHASED OPTIONS (Cost \$447,217,850)			444,111,360
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.26%			
Money Market Deposit Account - 0.26%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$1,164,944		1,164,944
TOTAL SHORT-TERM INVESTMENTS (Cost \$1,164,944)			1,164,944
Total Investments (Cost \$448,382,794) - 100.56%			445,276,304
Liabilities in Excess of Other Assets - (0.56%)			(2,474,751)
TOTAL NET ASSETS - 100.00%			\$442,801,553
Asset Type			% of Net Assets
Purchased Options			100.30%
Short Term Investments			0.26
Total Investments			100.56
Liabilities in Excess of Other Assets			(0.56)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – FEBRUARY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	1/31/2024	\$464.77	10,560	\$(441,619,200)	\$ (739,200)
					<u>(739,200)</u>
Put Options					
SPDR S&P 500 ETF	1/31/2024	345.51	10,560	(441,619,200)	(1,478,400)
					<u>(1,478,400)</u>
Total Options Written (Premiums Received					
\$19,505,194)					<u><u>\$(2,217,600)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – MARCH

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.77% ^{(a)(b)}			
CALL OPTIONS - 98.98%			
SPDR S&P 500 ETF, Expires 2/29/2024, Strike Price \$3.96	9,048	\$378,387,360	\$373,576,448
			373,576,448
PUT OPTIONS - 1.79%			
SPDR S&P 500 ETF, Expires 2/29/2024, Strike Price \$396.26	9,048	378,387,360	6,739,765
			6,739,765
TOTAL PURCHASED OPTIONS (Cost \$371,980,962)			380,316,213
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.26%			
Money Market Deposit Account - 0.26%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	985,305		985,305
TOTAL SHORT-TERM INVESTMENTS (Cost \$985,305) .			985,305
Total Investments (Cost \$372,966,267) - 101.03%			381,301,518
Liabilities in Excess of Other Assets - (1.03)%.....			(3,874,405)
TOTAL NET ASSETS - 100.00%			\$377,427,113
			% of Net Assets
Asset Type			Assets
Purchased Options.....			100.77%
Short Term Investments			0.26
Total Investments			101.03
Liabilities in Excess of Other Assets			(1.03)
Net Assets.....			100.00%

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – MARCH

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

<u>Description</u>	<u>Expiration</u>	<u>Strike Price</u>	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
Call Options					
SPDR S&P 500 ETF	2/29/2024	\$459.54	9,048	\$(378,387,360)	<u>\$(2,074,073)</u>
					<u>(2,074,073)</u>
Put Options					
SPDR S&P 500 ETF	2/29/2024	336.82	9,048	(378,387,360)	<u>(1,545,851)</u>
					<u>(1,545,851)</u>
Total Options Written (Premiums Received					
\$16,584,451)					<u><u>\$(3,619,924)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – APRIL

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.90% ^{(a)(b)}			
CALL OPTIONS - 97.99%			
SPDR S&P 500 ETF, Expires 3/28/2024, Strike Price \$4.09	13,819	\$577,910,580	\$568,168,185
			568,168,185
PUT OPTIONS - 2.91%			
SPDR S&P 500 ETF, Expires 3/28/2024, Strike Price \$409.39	13,819	577,910,580	16,886,818
			16,886,818
TOTAL PURCHASED OPTIONS (Cost \$587,193,583)			585,055,003
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.27%			
Money Market Deposit Account - 0.27%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$1,578,793		1,578,793
TOTAL SHORT-TERM INVESTMENTS (Cost \$1,578,793)			1,578,793
Total Investments (Cost \$588,772,376) - 101.17%			586,633,796
Liabilities in Excess of Other Assets - (1.17%)			(6,829,751)
TOTAL NET ASSETS - 100.00%			\$579,804,045
Asset Type			% of Net Assets
Purchased Options.....			100.90%
Short Term Investments			0.27
Total Investments			101.17
Liabilities in Excess of Other Assets			(1.17)
Net Assets.....			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – APRIL

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	3/28/2024	\$470.59	13,819	\$(577,910,580)	<u>\$(2,335,411)</u>
					<u>(2,335,411)</u>
Put Options					
SPDR S&P 500 ETF	3/28/2024	347.98	13,819	(577,910,580)	<u>(4,145,700)</u>
					<u>(4,145,700)</u>
Total Options Written (Premiums Received					
\$26,685,881)					<u><u>\$(6,481,111)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – MAY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 101.29% ^{(a)(b)}			
CALL OPTIONS - 97.62%			
SPDR S&P 500 ETF, Expires 4/30/2024, Strike Price \$4.16	10,897	\$455,712,540	\$448,135,638
			448,135,638
PUT OPTIONS - 3.67%			
SPDR S&P 500 ETF, Expires 4/30/2024, Strike Price \$415.93	10,897	455,712,540	16,839,570
			16,839,570
TOTAL PURCHASED OPTIONS (Cost \$469,990,700)			464,975,208
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.27%			
Money Market Deposit Account - 0.27%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$1,236,730		1,236,730
TOTAL SHORT-TERM INVESTMENTS (Cost \$1,236,730)			1,236,730
Total Investments (Cost \$471,227,430) - 101.56%			466,211,938
Liabilities in Excess of Other Assets - (1.56%)			(7,149,270)
TOTAL NET ASSETS - 100.00%			\$459,062,668
Asset Type			% of Net Assets
Purchased Options			101.29%
Short Term Investments			0.27
Total Investments			101.56
Liabilities in Excess of Other Assets			(1.56)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

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INNOVATOR U.S. EQUITY POWER BUFFER ETF – MAY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	4/30/2024	\$476.32	10,897	\$(455,712,540)	<u>\$(2,244,673)</u>
					<u>(2,244,673)</u>
Put Options					
SPDR S&P 500 ETF	4/30/2024	353.54	10,897	(455,712,540)	<u>(4,585,131)</u>
					<u>(4,585,131)</u>
Total Options Written (Premiums Received					
\$20,810,246)					<u><u>\$(6,829,804)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – JUNE

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 101.64% ^{(a)(b)}			
CALL OPTIONS - 97.58%			
SPDR S&P 500 ETF, Expires 5/31/2024, Strike Price \$4.18	12,370	\$517,313,400	\$508,778,471
			<u>508,778,471</u>
PUT OPTIONS - 4.06%			
SPDR S&P 500 ETF, Expires 5/31/2024, Strike Price \$417.85	12,370	517,313,400	21,147,505
			<u>21,147,505</u>
TOTAL PURCHASED OPTIONS (Cost \$536,737,707)			<u>529,925,976</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.27%			
Money Market Deposit Account - 0.27%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$1,411,836		1,411,836
TOTAL SHORT-TERM INVESTMENTS (Cost \$1,411,836)			<u>1,411,836</u>
Total Investments (Cost \$538,149,543) - 101.91%			531,337,812
Liabilities in Excess of Other Assets - (1.91%)			(9,939,842)
TOTAL NET ASSETS - 100.00%			<u>\$521,397,970</u>
Asset Type			% of Net Assets
Purchased Options			101.64%
Short Term Investments			0.27
Total Investments			101.91
Liabilities in Excess of Other Assets			(1.91)
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

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INNOVATOR U.S. EQUITY POWER BUFFER ETF – JUNE

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	5/31/2024	\$479.82	12,370	\$(517,313,400)	<u>\$(3,285,225)</u>
					<u>(3,285,225)</u>
Put Options					
SPDR S&P 500 ETF	5/31/2024	355.17	12,370	(517,313,400)	<u>(6,302,886)</u>
					<u>(6,302,886)</u>
Total Options Written (Premiums Received					
\$21,602,189)					<u><u>\$(9,588,111)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – JULY

Schedule of Investments
October 31, 2023

	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
PURCHASED OPTIONS - 102.06% ^{(a)(b)}			
CALL OPTIONS - 95.35%			
SPDR S&P 500 ETF, Expires 6/28/2024, Strike Price \$4.43	23,288	\$973,904,160	\$ 952,944,961
			<u>952,944,961</u>
PUT OPTIONS - 6.71%			
SPDR S&P 500 ETF, Expires 6/28/2024, Strike Price \$443.28.....	23,288	973,904,160	67,046,152
			<u>67,046,152</u>
TOTAL PURCHASED OPTIONS (Cost \$1,057,526,359)			<u>1,019,991,113</u>
	<u>Principal Amount</u>		
SHORT-TERM INVESTMENTS - 0.28%			
Money Market Deposit Account - 0.28%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$2,825,477		2,825,477
TOTAL SHORT-TERM INVESTMENTS (Cost \$2,825,477)			<u>2,825,477</u>
Total Investments (Cost \$1,060,351,836) - 102.34%			1,022,816,590
Liabilities in Excess of Other Assets - (2.34%)			(23,442,872)
TOTAL NET ASSETS - 100.00%			<u>\$ 999,373,718</u>
			% of Net Assets
Asset Type			
Purchased Options.....			102.06%
Short Term Investments			0.28
Total Investments			102.34
Liabilities in Excess of Other Assets			(2.34)
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

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INNOVATOR U.S. EQUITY POWER BUFFER ETF – JULY

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

<u>Description</u>	<u>Expiration</u>	<u>Strike Price</u>	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
Call Options					
SPDR S&P 500 ETF	6/28/2024	\$506.62	23,288	\$(973,904,160)	\$ <u>(1,932,904)</u>
					<u>(1,932,904)</u>
Put Options					
SPDR S&P 500 ETF	6/28/2024	376.79	23,288	(973,904,160)	<u>(20,889,336)</u>
					<u>(20,889,336)</u>
Total Options Written (Premiums Received					
\$33,732,265)					<u><u>\$(22,822,240)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – AUGUST

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 102.70% ^{(a)(b)}			
CALL OPTIONS - 94.21%			
SPDR S&P 500 ETF, Expires 7/31/2024, Strike Price \$4.58	20,409	\$853,504,380	\$834,932,190
			<u>834,932,190</u>
PUT OPTIONS - 8.49%			
SPDR S&P 500 ETF, Expires 7/31/2024, Strike Price \$457.79	20,409	853,504,380	75,247,983
			<u>75,247,983</u>
TOTAL PURCHASED OPTIONS (Cost \$951,882,412)			<u>910,180,173</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.28%			
Money Market Deposit Account - 0.28%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$2,511,653		2,511,653
TOTAL SHORT-TERM INVESTMENTS (Cost \$2,511,653)			<u>2,511,653</u>
Total Investments (Cost \$954,394,065) - 102.98%			912,691,826
Liabilities in Excess of Other Assets - (2.98%)			<u>(26,410,729)</u>
TOTAL NET ASSETS - 100.00%			<u>\$886,281,097</u>
			<u>% of Net Assets</u>
Asset Type			
Purchased Options.....			102.70%
Short Term Investments			<u>0.28</u>
Total Investments			102.98
Liabilities in Excess of Other Assets			<u>(2.98)</u>
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – AUGUST

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	7/31/2024	\$527.51	20,409	\$(853,504,380)	\$ <u>(1,000,041)</u> <u>(1,000,041)</u>
Put Options					
SPDR S&P 500 ETF	7/31/2024	389.12	20,409	(853,504,380)	<u>(24,858,162)</u> <u>(24,858,162)</u>
Total Options Written (Premiums Received					
\$29,941,024)					<u><u>\$(25,858,203)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – SEPTEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 102.74% ^{(a)(b)}			
CALL OPTIONS - 95.07%			
SPDR S&P 500 ETF, Expires 8/30/2024, Strike Price \$4.50	16,050	\$671,211,000	<u>\$657,138,360</u>
			<u>657,138,360</u>
PUT OPTIONS - 7.67%			
SPDR S&P 500 ETF, Expires 8/30/2024, Strike Price \$450.35	16,050	671,211,000	<u>53,018,928</u>
			<u>53,018,928</u>
TOTAL PURCHASED OPTIONS (Cost \$738,659,339)....			<u>710,157,288</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.30%			
Money Market Deposit Account - 0.30%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$2,103,088		<u>2,103,088</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$2,103,088)			<u>2,103,088</u>
Total Investments (Cost \$740,762,427) - 103.04%			712,260,376
Liabilities in Excess of Other Assets - (3.04)%.....			(21,018,113)
TOTAL NET ASSETS - 100.00%			<u><u>\$691,242,263</u></u>
			% of Net Assets
Asset Type			
Purchased Options.....			<u>102.74%</u>
Short Term Investments			<u>0.30</u>
Total Investments			103.04
Liabilities in Excess of Other Assets			(3.04)
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – SEPTEMBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	8/30/2024	\$517.77	16,050	\$(671,211,000)	\$ (1,954,569)
					(1,954,569)
Put Options					
SPDR S&P 500 ETF	8/30/2024	382.80	16,050	(671,211,000)	(18,606,284)
					(18,606,284)
Total Options Written (Premiums Received					
\$24,442,725)					\$(20,560,853)

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 103.04% ^{(a)(b)}			
CALL OPTIONS - 97.12%			
SPDR S&P 500 ETF, Expires 9/30/2024, Strike Price \$4.27	17,276	\$722,482,320	<u>\$704,856,827</u>
			<u>704,856,827</u>
PUT OPTIONS - 5.92%			
SPDR S&P 500 ETF, Expires 9/30/2024, Strike Price \$427.48	17,276	722,482,320	<u>42,968,003</u>
			<u>42,968,003</u>
TOTAL PURCHASED OPTIONS (Cost \$758,701,845)....			<u>747,824,830</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.28%			
Money Market Deposit Account - 0.28%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$2,066,438		<u>2,066,438</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$2,066,438)			<u>2,066,438</u>
Total Investments (Cost \$760,768,283) - 103.32%			749,891,268
Liabilities in Excess of Other Assets - (3.32)%.....			(24,137,555)
TOTAL NET ASSETS - 100.00%			<u>\$725,753,713</u>
			<u>% of Net Assets</u>
Asset Type			
Purchased Options.....			103.04%
Short Term Investments			<u>0.28</u>
Total Investments			103.32
Liabilities in Excess of Other Assets			(3.32)
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – OCTOBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	9/30/2024	\$493.74	17,276	\$(722,482,320)	\$ (7,556,177)
					<u>(7,556,177)</u>
Put Options					
SPDR S&P 500 ETF	9/30/2024	363.36	17,276	(722,482,320)	(16,203,506)
					<u>(16,203,506)</u>
Total Options Written (Premiums Received					
\$28,783,669)					<u><u>\$(23,759,683)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – NOVEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 103.95% ^{(a)(b)}			
CALL OPTIONS - 98.33%			
SPDR S&P 500 ETF, Expires 10/31/2024, Strike Price \$4.18	15,027	\$628,429,140	<u>\$612,996,411</u>
			<u>612,996,411</u>
PUT OPTIONS - 5.62%			
SPDR S&P 500 ETF, Expires 10/31/2024, Strike Price \$418.20	15,027	628,429,140	<u>35,012,910</u>
			<u>35,012,910</u>
TOTAL PURCHASED OPTIONS (Cost \$648,073,123)....			<u>648,009,321</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.26%			
Money Market Deposit Account - 0.26%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$1,593,192		<u>1,593,192</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$1,593,192)			<u>1,593,192</u>
Total Investments (Cost \$649,666,315) - 104.21%			649,602,513
Liabilities in Excess of Other Assets - (4.21)%			(26,220,368)
TOTAL NET ASSETS - 100.00%			<u>623,382,145</u>
			<u>% of Net Assets</u>
Asset Type			
Purchased Options			103.95%
Short Term Investments			<u>0.26</u>
Total Investments			104.21
Liabilities in Excess of Other Assets			(4.21)
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – NOVEMBER

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

<u>Description</u>	<u>Expiration</u>	<u>Strike Price</u>	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
Call Options					
SPDR S&P 500 ETF	10/31/2024	\$484.19	15,027	\$(628,429,140)	<u>\$(12,322,140)</u> <u>(12,322,140)</u>
Put Options					
SPDR S&P 500 ETF	10/31/2024	355.47	15,027	(628,429,140)	<u>(13,674,570)</u> <u>(13,674,570)</u>
Total Options Written (Premiums Received \$25,932,700)					<u><u>\$(25,996,710)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – DECEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 99.85% ^{(a)(b)}			
CALL OPTIONS - 98.97%			
SPDR S&P 500 ETF, Expires 11/30/2023, Strike Price \$4.08	13,453	\$562,604,460	<u>\$557,415,503</u> <u>557,415,503</u>
PUT OPTIONS - 0.88%			
SPDR S&P 500 ETF, Expires 11/30/2023, Strike Price \$407.68.....	13,453	562,604,460	<u>4,964,157</u> <u>4,964,157</u>
TOTAL PURCHASED OPTIONS (Cost \$572,833,572)....			<u>562,379,660</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.27%			
Money Market Deposit Account - 0.27%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$1,536,793		<u>1,536,793</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$1,536,793)			<u>1,536,793</u>
Total Investments (Cost \$574,370,365) - 100.12%			563,916,453
Liabilities in Excess of Other Assets - (0.12)%.....			(705,614)
TOTAL NET ASSETS - 100.00%			<u>\$563,210,839</u>
			<u>% of Net Assets</u>
Asset Type			
Purchased Options.....			99.85%
Short Term Investments			0.27
Total Investments			100.12
Liabilities in Excess of Other Assets			(0.12)
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY POWER BUFFER ETF – DECEMBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	11/30/2023	\$482.61	13,453	\$(562,604,460)	<u>\$ (20,717)</u>
					<u>(20,717)</u>
Put Options					
SPDR S&P 500 ETF	11/30/2023	346.53	13,453	(562,604,460)	<u>(301,617)</u>
					<u>(301,617)</u>
Total Options Written (Premiums Received					
\$29,867,423)					<u><u>\$ (322,334)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – JANUARY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.23% ^{(a)(b)}			
CALL OPTIONS - 99.95%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike Price \$3.81	2,805	\$117,305,100	<u>\$115,805,406</u> <u>115,805,406</u>
PUT OPTIONS - 0.28%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike Price \$363.31.....	2,805	117,305,100	<u>321,481</u> <u>321,481</u>
TOTAL PURCHASED OPTIONS (Cost \$110,770,163)....			<u>116,126,887</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.23%			
Money Market Deposit Account - 0.23%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	271,264		<u>271,264</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$271,264) .			<u>271,264</u>
Total Investments (Cost \$111,041,427) - 100.46%....			116,398,151
Liabilities in Excess of Other Assets - (0.46%).....			(533,968)
TOTAL NET ASSETS - 100.00%			<u><u>\$115,864,183</u></u>

Asset Type	% of Net Assets
Purchased Options.....	100.23%
Short Term Investments	0.23
Total Investments.....	100.46
Liabilities in Excess of Other Assets	(0.46)
Net Assets.....	<u>100.00%</u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – JANUARY

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

<u>Description</u>	<u>Expiration</u>	<u>Strike Price</u>	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
Call Options					
SPDR S&P 500 ETF	12/29/2023	\$445.15	2,805	\$(117,305,100)	<u>\$(428,239)</u>
					<u>(428,239)</u>
Put Options					
SPDR S&P 500 ETF	12/29/2023	248.58	2,805	(117,305,100)	<u>(28,275)</u>
					<u>(28,275)</u>
Total Options Written (Premiums Received					
\$4,546,087)					<u><u>\$(456,514)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – FEBRUARY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.19% ^{(a)(b)}			
CALL OPTIONS - 99.13%			
SPDR S&P 500 ETF, Expires 1/31/2024, Strike Price \$4.05	1,188	\$49,682,160	\$49,025,980
			49,025,980
PUT OPTIONS - 1.06%			
SPDR S&P 500 ETF, Expires 1/31/2024, Strike Price \$386.16	1,188	49,682,160	524,110
			524,110
TOTAL PURCHASED OPTIONS (Cost \$49,503,286)			49,550,090
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.21%			
Money Market Deposit Account - 0.21%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	103,444		103,444
TOTAL SHORT-TERM INVESTMENTS (Cost \$103,444) ...			103,444
Total Investments (Cost \$49,606,730) - 100.40%			49,653,534
Liabilities in Excess of Other Assets - (0.40%)			(195,441)
TOTAL NET ASSETS - 100.00%			\$49,458,093

Asset Type	% of Net Assets
Purchased Options	100.19%
Short Term Investments	0.21
Total Investments	100.40
Liabilities in Excess of Other Assets	(0.40)
Net Assets	100.00%

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – FEBRUARY

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	1/31/2024	\$460.54	1,188	\$(49,682,160)	<u>\$(122,388)</u>
					<u>(122,388)</u>
Put Options					
SPDR S&P 500 ETF	1/31/2024	264.21	1,188	(49,682,160)	<u>(38,966)</u>
					<u>(38,966)</u>
Total Options Written (Premiums Received					
\$1,556,285)					<u><u>\$(161,354)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – MARCH

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.71% ^{(a)(b)}			
CALL OPTIONS - 99.64%			
SPDR S&P 500 ETF, Expires 2/29/2024, Strike Price \$3.95	1,086	\$45,416,520	\$44,802,930
			<u>44,802,930</u>
PUT OPTIONS - 1.07%			
SPDR S&P 500 ETF, Expires 2/29/2024, Strike Price \$376.45	1,086	45,416,520	482,184
			<u>482,184</u>
TOTAL PURCHASED OPTIONS (Cost \$44,697,728)			<u>45,285,114</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.18%			
Money Market Deposit Account - 0.18%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	80,981		80,981
TOTAL SHORT-TERM INVESTMENTS (Cost \$80,981).....			<u>80,981</u>
Total Investments (Cost \$44,778,709) - 100.89%			45,366,095
Liabilities in Excess of Other Assets - (0.89%)			(398,993)
TOTAL NET ASSETS - 100.00%			<u>\$44,967,102</u>
			<u>% of Net Assets</u>
Asset Type			
Purchased Options			100.71%
Short Term Investments			0.18
Total Investments			100.89
Liabilities in Excess of Other Assets			(0.89)
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – MARCH

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

<u>Description</u>	<u>Expiration</u>	<u>Strike Price</u>	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
Call Options					
SPDR S&P 500 ETF	2/29/2024	\$454.43	1,086	\$(45,416,520)	<u>\$(358,380)</u>
					<u>(358,380)</u>
Put Options					
SPDR S&P 500 ETF	2/29/2024	257.57	1,086	(45,416,520)	<u>(49,956)</u>
					<u>(49,956)</u>
Total Options Written (Premiums Received					
\$1,355,195)					<u><u>\$(408,336)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – APRIL

**Schedule of Investments
October 31, 2023**

	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
PURCHASED OPTIONS - 100.56% ^{(a)(b)}			
CALL OPTIONS - 98.72%			
SPDR S&P 500 ETF, Expires 3/28/2024, Strike Price \$4.08	2,293	\$95,893,260	\$94,313,406
			<u>94,313,406</u>
PUT OPTIONS - 1.84%			
SPDR S&P 500 ETF, Expires 3/28/2024, Strike Price \$388.92	2,293	95,893,260	1,757,814
			<u>1,757,814</u>
TOTAL PURCHASED OPTIONS (Cost \$96,303,565)			<u>96,071,220</u>
	<u>Principal Amount</u>		
SHORT-TERM INVESTMENTS - 0.25%			
Money Market Deposit Account - 0.25%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	240,111		240,111
TOTAL SHORT-TERM INVESTMENTS (Cost \$240,111) ..			<u>240,111</u>
Total Investments (Cost \$96,543,676) - 100.81%			96,311,331
Liabilities in Excess of Other Assets - (0.81%).....			(778,218)
TOTAL NET ASSETS - 100.00%			<u>\$95,533,113</u>
			% of Net Assets
Asset Type			
Purchased Options			100.56%
Short Term Investments			0.25
Total Investments			100.81
Liabilities in Excess of Other Assets			(0.81)
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – APRIL

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	3/28/2024	\$465.15	2,293	\$(95,893,260)	<u>\$(546,262)</u>
					<u>(546,262)</u>
Put Options					
SPDR S&P 500 ETF	3/28/2024	266.10	2,293	(95,893,260)	<u>(167,618)</u>
					<u>(167,618)</u>
Total Options Written (Premiums Received					
\$3,153,093)					<u><u>\$(713,880)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – MAY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.75% ^{(a)(b)}			
CALL OPTIONS - 98.35%			
SPDR S&P 500 ETF, Expires 4/30/2024, Strike Price \$4.15	1,471	\$61,517,220	<u>\$60,495,816</u> <u>60,495,816</u>
PUT OPTIONS - 2.40%			
SPDR S&P 500 ETF, Expires 4/30/2024, Strike Price \$395.13	1,471	61,517,220	<u>1,478,296</u> <u>1,478,296</u>
TOTAL PURCHASED OPTIONS (Cost \$62,628,607)			<u>61,974,112</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.26%			
Money Market Deposit Account - 0.26%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	159,707		<u>159,707</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$159,707) ..			<u>159,707</u>
Total Investments (Cost \$62,788,314) - 101.01%			<u>62,133,819</u>
Liabilities in Excess of Other Assets - (1.01%).....			<u>(626,633)</u>
TOTAL NET ASSETS - 100.00%			<u>\$61,507,186</u>
			% of Net Assets
Asset Type			Assets
Purchased Options			100.75%
Short Term Investments			0.26
Total Investments			101.01
Liabilities in Excess of Other Assets			(1.01)
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

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INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – MAY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	4/30/2024	\$470.42	1,471	\$(61,517,220)	<u>\$(430,738)</u>
					<u>(430,738)</u>
Put Options					
SPDR S&P 500 ETF	4/30/2024	270.35	1,471	(61,517,220)	<u>(149,910)</u>
					<u>(149,910)</u>
Total Options Written (Premiums Received					
\$1,932,903)					<u><u>\$(580,648)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – JUNE

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 101.00% ^{(a)(b)}			
CALL OPTIONS - 98.21%			
SPDR S&P 500 ETF, Expires 5/31/2024, Strike Price \$4.17	1,771	\$74,063,220	<u>\$72,784,558</u> <u>72,784,558</u>
PUT OPTIONS - 2.79%			
SPDR S&P 500 ETF, Expires 5/31/2024, Strike Price \$396.96	1,771	74,063,220	<u>2,072,070</u> <u>2,072,070</u>
TOTAL PURCHASED OPTIONS (Cost \$75,727,436)			<u>74,856,628</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.23%			
Money Market Deposit Account - 0.23%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	172,803		<u>172,803</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$172,803) ..			<u>172,803</u>
Total Investments (Cost \$75,900,239) - 101.23%			<u>75,029,431</u>
Liabilities in Excess of Other Assets - (1.23%).....			<u>(917,595)</u>
TOTAL NET ASSETS - 100.00%			<u><u>\$74,111,836</u></u>
Asset Type			% of Net Assets
Purchased Options.....			101.00%
Short Term Investments			<u>0.23</u>
Total Investments.....			<u>101.23</u>
Liabilities in Excess of Other Assets			<u>(1.23)</u>
Net Assets.....			<u><u>100.00%</u></u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

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INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – JUNE

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	5/31/2024	\$474.51	1,771	\$(74,063,220)	<u>\$(646,415)</u>
					<u>(646,415)</u>
Put Options					
SPDR S&P 500 ETF	5/31/2024	271.60	1,771	(74,063,220)	<u>(232,001)</u>
					<u>(232,001)</u>
Total Options Written (Premiums Received					
\$2,261,384)					<u><u>\$(878,416)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – JULY

Schedule of Investments
October 31, 2023

	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
PURCHASED OPTIONS - 100.47% ^{(a)(b)}			
CALL OPTIONS - 95.85%			
SPDR S&P 500 ETF, Expires 6/28/2024, Strike Price \$4.42	3,786	\$158,330,520	\$154,923,120
			<u>154,923,120</u>
PUT OPTIONS - 4.62%			
SPDR S&P 500 ETF, Expires 6/28/2024, Strike Price \$421.12	3,786	158,330,520	7,458,420
			<u>7,458,420</u>
TOTAL PURCHASED OPTIONS (Cost \$170,165,965) ...			<u>162,381,540</u>
	<u>Principal Amount</u>		
SHORT-TERM INVESTMENTS - 0.28%			
Money Market Deposit Account - 0.28%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) ...	\$ 450,069		450,069
TOTAL SHORT-TERM INVESTMENTS (Cost \$450,069) .			<u>450,069</u>
Total Investments (Cost \$170,616,034) - 100.75% ...			162,831,609
Liabilities in Excess of Other Assets - (0.75)%			(1,207,688)
TOTAL NET ASSETS - 100.00%			<u>\$161,623,921</u>
			<u><u>% of Net Assets</u></u>
Asset Type			
Purchased Options			100.47%
Short Term Investments			0.28
Total Investments			100.75
Liabilities in Excess of Other Assets			(0.75)
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – JULY

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

<u>Description</u>	<u>Expiration</u>	<u>Strike Price</u>	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
Call Options					
SPDR S&P 500 ETF	6/28/2024	\$504.90	3,786	\$(158,330,520)	\$ (348,312)
					<u>(348,312)</u>
Put Options					
SPDR S&P 500 ETF	6/28/2024	288.13	3,786	(158,330,520)	(764,772)
					<u>(764,772)</u>
Total Options Written (Premiums Received					
\$3,685,855)					<u><u>\$(1,113,084)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – AUGUST

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.52% ^{(a)(b)}			
CALL OPTIONS - 94.60%			
SPDR S&P 500 ETF, Expires 7/31/2024, Strike Price \$4.56	7,939	\$332,008,980	<u>\$325,316,403</u>
			<u>325,316,403</u>
PUT OPTIONS - 5.92%			
SPDR S&P 500 ETF, Expires 7/31/2024, Strike Price \$434.90	7,939	332,008,980	<u>20,363,535</u>
			<u>20,363,535</u>
TOTAL PURCHASED OPTIONS (Cost \$357,177,082) ...			<u>345,679,938</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.28%			
Money Market Deposit Account - 0.28%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) ... \$	947,864		<u>947,864</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$947,864) .			<u>947,864</u>
Total Investments (Cost \$358,124,946) - 100.80% ...			346,627,802
Liabilities in Excess of Other Assets - (0.80)%			(2,736,439)
TOTAL NET ASSETS - 100.00%			<u><u>\$343,891,363</u></u>
			% of Net Assets
Asset Type			Assets
Purchased Options			<u>100.52%</u>
Short Term Investments			<u>0.28</u>
Total Investments			<u>100.80</u>
Liabilities in Excess of Other Assets			<u>(0.80)</u>
Net Assets			<u><u>100.00%</u></u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – AUGUST

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	7/31/2024	\$525.82	7,939	\$(332,008,980)	\$ (460,462)
					<u>(460,462)</u>
Put Options					
SPDR S&P 500 ETF	7/31/2024	297.56	7,939	(332,008,980)	(2,119,713)
					<u>(2,119,713)</u>
Total Options Written (Premiums Received					
\$4,860,036)					<u><u>\$(2,580,175)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – SEPTEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.69% ^{(a)(b)}			
CALL OPTIONS - 95.23%			
SPDR S&P 500 ETF, Expires 8/30/2024, Strike Price \$4.49	2,083	\$87,111,060	\$85,286,352
			<u>85,286,352</u>
PUT OPTIONS - 5.46%			
SPDR S&P 500 ETF, Expires 8/30/2024, Strike Price \$427.83	2,083	87,111,060	4,890,884
			<u>4,890,884</u>
TOTAL PURCHASED OPTIONS (Cost \$94,382,508)			<u>90,177,236</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.29%			
Money Market Deposit Account - 0.29%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	259,454		259,454
TOTAL SHORT-TERM INVESTMENTS (Cost \$259,454) ..			<u>259,454</u>
Total Investments (Cost \$94,641,962) - 100.98%			90,436,690
Liabilities in Excess of Other Assets - (0.98)%.....			<u>(880,216)</u>
TOTAL NET ASSETS - 100.00%			<u>\$89,556,474</u>
			% of Net Assets
Asset Type			100.69%
Purchased Options			0.29
Short Term Investments			100.98
Total Investments			(0.98)
Liabilities in Excess of Other Assets			100.00%
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – SEPTEMBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	8/30/2024	\$516.24	2,083	\$(87,111,060)	<u>\$(264,541)</u>
					<u>(264,541)</u>
Put Options					
SPDR S&P 500 ETF	8/30/2024	292.73	2,083	(87,111,060)	<u>(587,406)</u>
					<u>(587,406)</u>
Total Options Written (Premiums Received					
\$1,878,507)					<u><u>\$(851,947)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 101.54% ^{(a)(b)}			
CALL OPTIONS - 97.18%			
SPDR S&P 500 ETF, Expires 9/30/2024, Strike Price \$4.26	2,460	\$102,877,200	\$100,377,840
			<u>100,377,840</u>
PUT OPTIONS - 4.36%			
SPDR S&P 500 ETF, Expires 9/30/2024, Strike Price \$406.11	2,460	102,877,200	4,501,800
			<u>4,501,800</u>
TOTAL PURCHASED OPTIONS (Cost \$106,805,181)			<u>104,879,640</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.26%			
Money Market Deposit Account - 0.26%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c)	\$ 269,013		269,013
TOTAL SHORT-TERM INVESTMENTS (Cost \$269,013) .			<u>269,013</u>
Total Investments (Cost \$107,074,194) - 101.80%			105,148,653
Liabilities in Excess of Other Assets - (1.80)%			(1,853,243)
TOTAL NET ASSETS - 100.00%			<u>\$103,295,410</u>
			<u>% of Net Assets</u>
Purchased Options			101.54%
Short Term Investments			0.26
Total Investments			101.80
Liabilities in Excess of Other Assets			(1.80)
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – OCTOBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	9/30/2024	\$491.73	2,460	\$(102,877,200)	<u>\$(1,188,180)</u> <u>(1,188,180)</u>
Put Options					
SPDR S&P 500 ETF	9/30/2024	277.86	2,460	(102,877,200)	<u>(646,980)</u> <u>(646,980)</u>
Total Options Written (Premiums Received					
\$2,678,535)					<u><u>\$(1,835,160)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – NOVEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 102.52% ^{(a)(b)}			
CALL OPTIONS - 98.34%			
SPDR S&P 500 ETF, Expires 10/31/2024, Strike Price \$4.17	733	\$30,654,060	<u>\$29,902,002</u>
			<u>29,902,002</u>
PUT OPTIONS - 4.18%			
SPDR S&P 500 ETF, Expires 10/31/2024, Strike Price \$397.29	733	30,654,060	<u>1,269,556</u>
			<u>1,269,556</u>
TOTAL PURCHASED OPTIONS (Cost \$31,174,694)			<u>31,171,558</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.21%			
Money Market Deposit Account - 0.21%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	64,672		<u>64,672</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$64,672).....			<u>64,672</u>
Total Investments (Cost \$31,239,366) - 102.73%			<u>31,236,230</u>
Liabilities in Excess of Other Assets - (2.73)%.....			<u>(828,670)</u>
TOTAL NET ASSETS - 100.00%			<u>\$30,407,560</u>
			% of Net Assets
Asset Type			Assets
Purchased Options.....			<u>102.52%</u>
Short Term Investments			<u>0.21</u>
Total Investments			<u>102.73</u>
Liabilities in Excess of Other Assets			<u>(2.73)</u>
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – NOVEMBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	10/31/2024	\$482.81	733	\$(30,654,060)	<u>\$(629,647)</u>
					<u>(629,647)</u>
Put Options					
SPDR S&P 500 ETF	10/31/2024	271.83	733	(30,654,060)	<u>(200,109)</u>
					<u>(200,109)</u>
Total Options Written (Premiums Received					
\$826,613).....					<u><u>\$(829,756)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – DECEMBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 99.85% ^{(a)(b)}			
CALL OPTIONS - 99.58%			
SPDR S&P 500 ETF, Expires 11/30/2023, Strike Price \$4.06	1,674	\$70,006,680	<u>\$69,364,333</u>
			<u>69,364,333</u>
PUT OPTIONS - 0.27%			
SPDR S&P 500 ETF, Expires 11/30/2023, Strike Price \$387.30	1,674	70,006,680	<u>188,208</u>
			<u>188,208</u>
TOTAL PURCHASED OPTIONS (Cost \$70,939,648)			<u>69,552,541</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.23%			
Money Market Deposit Account - 0.23%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	160,745		<u>160,745</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$160,745) ..			<u>160,745</u>
Total Investments (Cost \$71,100,393) - 100.08%			69,713,286
Liabilities in Excess of Other Assets - (0.08)%			(55,494)
TOTAL NET ASSETS - 100.00%			<u>\$69,657,792</u>
			% of Net Assets
Asset Type			Assets
Purchased Options			99.85%
Short Term Investments			0.23
Total Investments			100.08
Liabilities in Excess of Other Assets			(0.08)
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY ULTRA BUFFER ETF – DECEMBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	11/30/2023	\$471.69	1,674	\$(70,006,680)	<u>\$(4,202)</u>
					<u>(4,202)</u>
Put Options					
SPDR S&P 500 ETF	11/30/2023	264.99	1,674	(70,006,680)	<u>(4,486)</u>
					<u>(4,486)</u>
Total Options Written (Premiums Received					
\$1,592,131)					<u><u>\$(8,688)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF – APRIL

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 10.58% ^{(a)(b)}			
PUT OPTIONS - 10.58%			
S&P 500 Index, Expires 3/28/2024, Strike Price			
\$3,656.95.....	195	\$81,779,100	\$ 847,353
TOTAL PURCHASED OPTIONS (Cost \$2,331,728).....			847,353
	Principal Amount		
SHORT-TERM INVESTMENTS - 102.27%			
U.S. Treasury Bills - 102.12%			
United States Treasury Bill, 0.91%, 12/28/2023 ^(c)	\$ 185,600		184,038
United States Treasury Bill, 1.80%, 3/21/2024 ^{(c)(e)}	8,164,100		7,994,027
			8,178,065
Money Market Deposit Account - 0.15%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d)	12,002		12,002
TOTAL SHORT-TERM INVESTMENTS (Cost \$8,211,882)			8,190,067
Total Investments (Cost \$10,543,610) - 112.85%			9,037,420
Liabilities in Excess of Other Assets - (12.85)%			(1,029,454)
TOTAL NET ASSETS - 100.00%			\$ 8,007,966
Asset Type			% of Net Assets
Purchased Options.....			10.58%
Short Term Investments			102.27
Total Investments			112.85
Liabilities in Excess of Other Assets			(12.85)
Net Assets.....			100.00%

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) Rate disclosed is the effective yield as of October 31, 2023.
- (d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.
- (e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF – APRIL

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	3/28/2024	\$3,698.04	208	\$(87,231,040)	\$ (992,270)
S&P 500 Mini Index	3/28/2024	369.80	65	(2,725,970)	<u>(31,210)</u>
Total Options Written (Premiums Received \$2,156,426)					<u><u>\$(1,023,480)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF – APRIL

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 8.89% ^{(a)(b)}			
PUT OPTIONS - 8.89%			
S&P 500 Index, Expires 3/28/2024, Strike Price \$3,246.05	1,286	\$539,322,680	\$ 2,362,138
TOTAL PURCHASED OPTIONS (Cost \$9,117,969)			2,362,138
	Principal Amount		
SHORT-TERM INVESTMENTS - 101.29%			
U.S. Treasury Bills - 101.17%			
United States Treasury Bill, 0.94%, 12/28/2023 ^(c)	\$ 523,300		518,896
United States Treasury Bill, 1.86%, 3/21/2024 ^{(c)(e)}	26,913,500		26,352,844
			26,871,740
Money Market Deposit Account - 0.12%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d)	32,674		32,674
TOTAL SHORT-TERM INVESTMENTS (Cost \$26,988,601)			26,904,414
Total Investments (Cost \$36,106,570) - 110.18%			29,266,552
Liabilities in Excess of Other Assets - (10.18)%			(2,703,329)
TOTAL NET ASSETS - 100.00%			\$26,563,223
			% of Net Assets
Asset Type			8.89%
Purchased Options			101.29
Short Term Investments			110.18
Total Investments			(10.18)
Liabilities in Excess of Other Assets			100.00%
Net Assets			

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) Rate disclosed is the effective yield as of October 31, 2023.

^(d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

^(e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF – APRIL

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	3/28/2024	\$3,287.14	1,329	\$(557,356,020)	\$(2,642,225)
S&P 500 Mini Index	3/28/2024	328.71	213	(8,932,794)	<u>(43,260)</u>
Total Options Written (Premiums Received \$8,774,464)					<u><u>\$(2,685,485)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF – APRIL

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 6.57% ^{(a)(b)}			
PUT OPTIONS - 6.57%			
S&P 500 Index, Expires 3/28/2024, Strike Price \$2,835.16.....	3,540	\$1,484,605,200	<u>\$ 3,200,726</u>
TOTAL PURCHASED OPTIONS (Cost \$13,270,911) ...			<u>3,200,726</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 100.73%			
U.S. Treasury Bills - 100.53%			
United States Treasury Bill, 0.96%, 12/28/2023 ^(c) .. \$	790,800		784,145
United States Treasury Bill, 1.89%, 3/21/2024 ^{(c)(e)} .	49,255,800		<u>48,229,714</u>
			<u>49,013,859</u>
Money Market Deposit Account - 0.20%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d)	96,166		<u>96,166</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$49,261,637).....			<u>49,110,025</u>
Total Investments (Cost \$62,532,548) - 107.30% ...			<u>52,310,751</u>
Liabilities in Excess of Other Assets - (7.30)%			<u>(3,556,876)</u>
TOTAL NET ASSETS - 100.00%			<u><u>\$48,753,875</u></u>
			% of Net Assets
Asset Type			
Purchased Options.....			6.57%
Short Term Investments			<u>100.73</u>
Total Investments			<u>107.30</u>
Liabilities in Excess of Other Assets			<u>(7.30)</u>
Net Assets.....			<u><u>100.00%</u></u>

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) Rate disclosed is the effective yield as of October 31, 2023.
- (d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.
- (e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF – APRIL

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	3/28/2024	\$2,876.25	3,619	\$(1,517,736,220)	\$(3,490,779)
S&P 500 Mini Index	3/28/2024	287.63	390	(16,355,820)	<u>(37,865)</u>
Total Options Written (Premiums Received \$12,804,267)					<u><u>\$(3,528,644)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF – APRIL

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 4.85% ^{(a)(b)}			
PUT OPTIONS - 4.85%			
S&P 500 Index, Expires 3/28/2024, Strike Price			
\$2,424.27	3,228	\$1,353,758,640	\$ 1,611,353
TOTAL PURCHASED OPTIONS (Cost \$7,471,799).....			1,611,353
	Principal Amount		
SHORT-TERM INVESTMENTS - 100.48%			
U.S. Treasury Bills - 100.26%			
United States Treasury Bill, 0.90%, 12/28/2023 ^(c) ..	\$ 455,500		451,667
United States Treasury Bill, 1.76%, 3/21/2024 ^{(c)(e)} .	33,586,200		32,886,540
			33,338,207
Money Market Deposit Account - 0.22%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d)	73,873		73,873
TOTAL SHORT-TERM INVESTMENTS (Cost			
\$33,533,254)			33,412,080
Total Investments (Cost \$41,005,053) - 105.33% ...			35,023,433
Liabilities in Excess of Other Assets - (5.33)%.....			(1,771,258)
TOTAL NET ASSETS - 100.00%			\$33,252,175
			% of Net Assets
Asset Type			
Purchased Options			4.85%
Short Term Investments			100.48
Total Investments			105.33
Liabilities in Excess of Other Assets			(5.33)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) Rate disclosed is the effective yield as of October 31, 2023.
- (d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.
- (e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF – APRIL

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	3/28/2024	\$2,465.36	3,282	\$(1,376,405,160)	\$(1,732,470)
S&P 500 Mini Index	3/28/2024	246.54	267	(11,197,446)	<u>(14,252)</u>
Total Options Written (Premiums Received \$6,397,843)					<u><u>\$(1,746,722)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF – JULY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 28.62% ^{(a)(b)}			
PUT OPTIONS - 28.62%			
S&P 500 Index, Expires 6/28/2024, Strike Price			
\$3,960.64	112	\$46,970,560	\$ 1,388,270
TOTAL PURCHASED OPTIONS (Cost \$1,146,373)			1,388,270
	Principal Amount		
SHORT-TERM INVESTMENTS - 105.57%			
U.S. Treasury Bills - 105.47%			
United States Treasury Bill, 1.99%, 12/28/2023 ^(c)			
\$ 102,700	102,700		101,836
United States Treasury Bill, 2.94%, 3/21/2024 ^(c)			
102,900	102,900		100,756
United States Treasury Bill, 3.41%, 6/13/2024 ^{(c)(e)}			
5,077,800	5,077,800		4,913,645
			5,116,237
Money Market Deposit Account - 0.10%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d)			
4,672	4,672		4,672
TOTAL SHORT-TERM INVESTMENTS (Cost \$5,122,701)			5,120,909
Total Investments (Cost \$6,269,074) - 134.19%			6,509,179
Liabilities in Excess of Other Assets - (34.19)%			(1,658,484)
TOTAL NET ASSETS - 100.00%			\$ 4,850,695
Asset Type			% of Net Assets
Purchased Options			28.62%
Short Term Investments			105.57
Total Investments			134.19
Liabilities in Excess of Other Assets			(34.19)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) Rate disclosed is the effective yield as of October 31, 2023.

^(d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

^(e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF – JULY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	6/28/2024	\$4,005.14	120	\$(50,325,600)	\$(1,612,333)
S&P 500 Mini Index	6/28/2024	400.52	32	(1,342,016)	<u>(43,011)</u>
Total Options Written (Premiums Received \$1,342,282)					<u><u>\$(1,655,344)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF – JULY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 25.20% ^{(a)(b)}			
PUT OPTIONS - 25.20%			
S&P 500 Index, Expires 6/28/2024, Strike Price \$3,515.63.....	1,146	\$480,609,480	<u>\$ 6,343,293</u>
TOTAL PURCHASED OPTIONS (Cost \$6,159,252).....			<u>6,343,293</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 103.50%			
U.S. Treasury Bills - 103.36%			
United States Treasury Bill, 2.00%, 12/28/2023 ^(c)	\$ 463,400		459,500
United States Treasury Bill, 3.06%, 3/21/2024 ^(c)	464,300		454,628
United States Treasury Bill, 3.60%, 6/13/2024 ^{(c)(e)}	25,942,300		<u>25,103,634</u>
			<u>26,017,762</u>
Money Market Deposit Account - 0.14%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d) ...	35,174		<u>35,174</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$26,062,819).....			<u>26,052,936</u>
Total Investments (Cost \$32,222,071) - 128.70%			32,396,229
Liabilities in Excess of Other Assets - (28.70)%			<u>(7,224,400)</u>
TOTAL NET ASSETS - 100.00%			<u>\$25,171,829</u>
			% of Net Assets
Asset Type			
Purchased Options.....			25.20%
Short Term Investments			<u>103.50</u>
Total Investments			128.70
Liabilities in Excess of Other Assets			<u>(28.70)</u>
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) Rate disclosed is the effective yield as of October 31, 2023.
- (d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.
- (e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF – JULY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	6/28/2024	\$3,560.13	1,187	\$(497,804,060)	\$(7,109,975)
S&P 500 Mini Index	6/28/2024	356.02	163	(6,835,894)	<u>(97,564)</u>
Total Options Written (Premiums Received \$6,741,251)					<u><u>\$(7,207,539)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF – JULY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 17.87% ^{(a)(b)}			
PUT OPTIONS - 17.87%			
S&P 500 Index, Expires 6/28/2024, Strike Price \$3,070.61.....	1,929	\$808,984,020	\$ 5,091,383
TOTAL PURCHASED OPTIONS (Cost \$5,881,752).....			5,091,383
	Principal Amount		
SHORT-TERM INVESTMENTS - 101.99%			
U.S. Treasury Bills - 101.80%			
United States Treasury Bill, 2.04%, 12/28/2023 ^(c)	\$ 451,600		447,800
United States Treasury Bill, 3.06%, 3/21/2024 ^(c)	452,500		443,074
United States Treasury Bill, 3.59%, 6/13/2024 ^{(c)(e)}	29,048,500		28,109,416
			29,000,290
Money Market Deposit Account - 0.19%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d) ...	54,348		54,348
TOTAL SHORT-TERM INVESTMENTS (Cost \$29,067,315).....			29,054,638
Total Investments (Cost \$34,949,067) - 119.86%			34,146,021
Liabilities in Excess of Other Assets - (19.86)%			(5,658,585)
TOTAL NET ASSETS - 100.00%			\$28,487,436
			% of Net Assets
Asset Type			Assets
Purchased Options.....			17.87%
Short Term Investments			101.99
Total Investments			119.86
Liabilities in Excess of Other Assets			(19.86)
Net Assets.....			100.00%

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) Rate disclosed is the effective yield as of October 31, 2023.
- (d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.
- (e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF – JULY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	6/28/2024	\$3,115.11	1,975	\$(828,275,500)	\$(5,588,915)
S&P 500 Mini Index	6/28/2024	311.51	183	(7,674,654)	<u>(51,851)</u>
Total Options Written (Premiums Received \$6,201,617)					<u><u>\$(5,640,766)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF – JULY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 12.46% ^{(a)(b)}			
PUT OPTIONS - 12.46%			
S&P 500 Index, Expires 6/28/2024, Strike Price			
\$2,625.59.....	728	\$305,308,640	\$ 1,005,397
TOTAL PURCHASED OPTIONS (Cost \$1,158,054).....			1,005,397
	Principal Amount		
SHORT-TERM INVESTMENTS - 101.19%			
U.S. Treasury Bills - 101.12%			
United States Treasury Bill, 1.56%, 12/28/2023 ^(c)	\$ 112,800		111,851
United States Treasury Bill, 2.45%, 3/21/2024 ^(c)		113,000	110,646
United States Treasury Bill, 2.94%, 6/13/2024 ^{(c)(e)}	8,201,100		7,935,973
			8,158,470
Money Market Deposit Account - 0.07%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d)	5,408		5,408
TOTAL SHORT-TERM INVESTMENTS (Cost \$8,166,540)			8,163,878
Total Investments (Cost \$9,324,594) - 113.65%			9,169,275
Liabilities in Excess of Other Assets - (13.65%)			(1,100,995)
TOTAL NET ASSETS - 100.00%			\$ 8,068,280
Asset Type			% of Net Assets
Purchased Options.....			12.46%
Short Term Investments			101.19
Total Investments			113.65
Liabilities in Excess of Other Assets			(13.65)
Net Assets.....			100.00%

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) Rate disclosed is the effective yield as of October 31, 2023.
- (d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.
- (e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF – JULY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	6/28/2024	\$2,670.10	741	\$(310,760,580)	\$(1,088,025)
S&P 500 Mini Index	6/28/2024	267.01	52	(2,180,776)	<u>(7,634)</u>
Total Options Written (Premiums Received \$1,260,367)					<u><u>\$(1,095,659)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 29.00% ^{(a)(b)}			
PUT OPTIONS - 29.00%			
S&P 500 Index, Expires 9/30/2024, Strike Price \$3,816.59	70	\$29,356,600	<u>\$ 862,241</u>
TOTAL PURCHASED OPTIONS (Cost \$821,180)			<u>862,241</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 105.14%			
U.S. Treasury Bills - 105.02%			
United States Treasury Bill, 2.95%, 12/28/2023 ^(c)	\$ 68,700		68,122
United States Treasury Bill, 3.55%, 3/21/2024 ^(c)			67,465
United States Treasury Bill, 3.66%, 6/13/2024 ^(c)		69,000	66,769
United States Treasury Bill, 3.78%, 10/3/2024 ^{(c)(e)}	3,068,700		<u>2,920,041</u>
			<u>3,122,397</u>
Money Market Deposit Account - 0.12%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d)	3,525		<u>3,525</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$3,127,410)			<u>3,125,922</u>
Total Investments (Cost \$3,948,590) - 134.14%			3,988,163
Liabilities in Excess of Other Assets - (34.14%)			<u>(1,014,945)</u>
TOTAL NET ASSETS - 100.00%			<u>\$ 2,973,218</u>
			% of Net Assets
Asset Type			
Purchased Options			29.00%
Short Term Investments			105.14
Total Investments			134.14
Liabilities in Excess of Other Assets			(34.14)
Net Assets			<u>100.00%</u>

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) Rate disclosed is the effective yield as of October 31, 2023.
- (d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.
- (e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 10 BARRIER ETF – OCTOBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	9/30/2024	\$3,859.47	75	\$(31,453,500)	\$ (987,496)
S&P 500 Mini Index	9/30/2024	385.95	20	(838,760)	<u>(26,366)</u>
Total Options Written (Premiums Received \$958,411).....					<u><u>\$(1,013,862)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 29.64% ^{(a)(b)}			
PUT OPTIONS - 29.64%			
S&P 500 Index, Expires 9/30/2024, Strike Price \$3,387.76.....	504	\$211,367,520	<u>\$ 3,178,909</u>
TOTAL PURCHASED OPTIONS (Cost \$3,263,152).....			<u>3,178,909</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 103.66%			
U.S. Treasury Bills - 103.54%			
United States Treasury Bill, 3.28%, 12/28/2023 ^(c)	\$ 212,100		210,315
United States Treasury Bill, 3.98%, 3/21/2024 ^(c)	212,500		208,073
United States Treasury Bill, 4.12%, 6/13/2024 ^(c)	212,900		206,017
United States Treasury Bill, 4.23%, 10/3/2024 ^{(c)(e)}	11,012,200		<u>10,478,729</u>
			<u>11,103,134</u>
Money Market Deposit Account - 0.12%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d) ...	12,998		<u>12,998</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$11,121,501).....			<u>11,116,132</u>
Total Investments (Cost \$14,384,653) - 133.30%			14,295,041
Liabilities in Excess of Other Assets - (33.30%)			<u>(3,571,465)</u>
TOTAL NET ASSETS - 100.00%			<u><u>\$10,723,576</u></u>
			% of Net Assets
Asset Type			Assets
Purchased Options.....			29.64%
Short Term Investments			<u>103.66</u>
Total Investments			133.30
Liabilities in Excess of Other Assets			<u>(33.30)</u>
Net Assets.....			<u><u>100.00%</u></u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) Rate disclosed is the effective yield as of October 31, 2023.

^(d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

^(e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 20 BARRIER ETF – OCTOBER

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

<u>Description</u>	<u>Expiration</u>	<u>Strike Price</u>	<u>Contracts</u>	<u>Notional Amount</u>	<u>Value</u>
Put Options					
S&P 500 Index	9/30/2024	\$3,430.64	522	\$(218,916,360)	\$(3,518,243)
S&P 500 Mini Index	9/30/2024	343.06	72	(3,019,536)	<u>(48,565)</u>
Total Options Written (Premiums Received \$3,625,366)					<u><u>\$(3,566,808)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 23.42% ^{(a)(b)}			
PUT OPTIONS - 23.42%			
S&P 500 Index, Expires 9/30/2024, Strike Price \$2,958.93.....	966	\$405,121,080	<u>\$ 3,213,351</u>
TOTAL PURCHASED OPTIONS (Cost \$3,402,329).....			<u>3,213,351</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 102.36%			
U.S. Treasury Bills - 102.21%			
United States Treasury Bill, 3.31%, 12/28/2023 ^(c)	\$ 229,400		227,470
United States Treasury Bill, 3.94%, 3/21/2024 ^(c)	229,900		225,111
United States Treasury Bill, 4.07%, 6/13/2024 ^(c)	230,400		222,952
United States Treasury Bill, 4.17%, 10/3/2024 ^{(c)(e)}	14,028,500		<u>13,348,906</u>
			<u>14,024,439</u>
Money Market Deposit Account - 0.15%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d) ...	20,381		<u>20,381</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$14,051,691).....			<u>14,044,820</u>
Total Investments (Cost \$17,454,020) - 125.78%			17,258,171
Liabilities in Excess of Other Assets - (25.78)%			<u>(3,537,911)</u>
TOTAL NET ASSETS - 100.00%			<u><u>\$13,720,260</u></u>
			% of Net Assets
Asset Type			Assets
Purchased Options.....			23.42%
Short Term Investments			102.36
Total Investments			125.78
Liabilities in Excess of Other Assets			(25.78)
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

(a) Exchange-Traded.

(b) Purchased option contracts are held in connection with corresponding option contracts written short.

(c) Rate disclosed is the effective yield as of October 31, 2023.

(d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

(e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 30 BARRIER ETF – OCTOBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	9/30/2024	\$3,001.81	989	\$(414,766,820)	\$(3,499,497)
S&P 500 Mini Index	9/30/2024	300.18	92	(3,858,296)	<u>(32,781)</u>
Total Options Written (Premiums Received \$3,699,981)					<u><u>\$(3,532,278)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 17.34% ^{(a)(b)}			
PUT OPTIONS - 17.34%			
S&P 500 Index, Expires 9/30/2024, Strike Price			
\$2,530.10	616	\$258,338,080	\$ 1,137,524
TOTAL PURCHASED OPTIONS (Cost \$1,252,034)			1,137,524
	Principal Amount		
SHORT-TERM INVESTMENTS - 101.52%			
U.S. Treasury Bills - 101.38%			
United States Treasury Bill, 2.46%, 12/28/2023 ^(c)	\$ 95,400		94,597
United States Treasury Bill, 3.07%, 3/21/2024 ^(c)	95,600		93,608
United States Treasury Bill, 3.22%, 6/13/2024 ^(c)	95,800		92,703
United States Treasury Bill, 3.33%, 10/3/2024 ^{(c)(e)}	6,696,000		6,371,622
			6,652,530
Money Market Deposit Account - 0.14%			
U.S. Bank Money Market Deposit Account, 5.20% ^(d)	9,057		9,057
TOTAL SHORT-TERM INVESTMENTS (Cost \$6,664,203)			6,661,587
Total Investments (Cost \$7,916,237) - 118.86%			7,799,111
Liabilities in Excess of Other Assets - (18.86)%			(1,237,462)
TOTAL NET ASSETS - 100.00%			\$ 6,561,649
Asset Type			% of Net Assets
Purchased Options			17.34%
Short Term Investments			101.52
Total Investments			118.86
Liabilities in Excess of Other Assets			(18.86)
Net Assets			100.00%

Percentages are stated as a percent of net assets.

- (a) Exchange-Traded.
- (b) Purchased option contracts are held in connection with corresponding option contracts written short.
- (c) Rate disclosed is the effective yield as of October 31, 2023.
- (d) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.
- (e) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 40 BARRIER ETF – OCTOBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
S&P 500 Index	9/30/2024	\$2,572.98	627	\$(262,951,260)	\$(1,225,327)
S&P 500 Mini Index	9/30/2024	257.30	44	(1,845,272)	<u>(8,675)</u>
Total Options Written (Premiums Received \$1,346,569)					<u><u>\$(1,234,002)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY 5 TO 15 BUFFER ETF – QUARTERLY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.30% ^{(a)(b)}			
CALL OPTIONS - 98.83%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike Price \$1.04	300	\$12,546,000	<u>\$12,467,937</u>
			<u>12,467,937</u>
PUT OPTIONS - 1.47%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike Price \$406.11	300	12,546,000	<u>184,848</u>
			<u>184,848</u>
TOTAL PURCHASED OPTIONS (Cost \$13,015,404)			<u>12,652,785</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.10%			
Money Market Deposit Account - 0.10%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	12,916		<u>12,916</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$12,916).....			<u>12,916</u>
Total Investments (Cost \$13,028,320) - 100.40%			<u>12,665,701</u>
Liabilities in Excess of Other Assets - (0.40)%			<u>(51,012)</u>
TOTAL NET ASSETS - 100.00%			<u>\$12,614,689</u>
			<u><u>100.00%</u></u>
Asset Type			% of Net Assets
Purchased Options			<u>100.30%</u>
Short Term Investments			<u>0.10</u>
Total Investments			<u>100.40</u>
Liabilities in Excess of Other Assets			<u>(0.40)</u>
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY 5 TO 15 BUFFER ETF – QUARTERLY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	12/29/2023	\$456.55	300	\$(12,546,000)	<u>\$(13,029)</u>
					<u>(13,029)</u>
Put Options					
SPDR S&P 500 ETF	12/29/2023	363.36	300	(12,546,000)	<u>(34,443)</u>
					<u>(34,443)</u>
Total Options Written (Premiums Received					
\$137,690).....					<u><u>\$(47,472)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY 10 BUFFER ETF – QUARTERLY

Schedule of Investments October 31, 2023

	Contracts	Notional Amount	Value
PURCHASED OPTIONS - 100.93% ^{(a)(b)}			
CALL OPTIONS - 97.65%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike Price \$1.06	585	\$24,464,700	<u>\$24,311,319</u> <u>24,311,319</u>
PUT OPTIONS - 3.28%			
SPDR S&P 500 ETF, Expires 12/29/2023, Strike Price \$427.47	585	24,464,700	<u>816,695</u> <u>816,695</u>
TOTAL PURCHASED OPTIONS (Cost \$25,419,493)			<u>25,128,014</u>
	Principal Amount		
SHORT-TERM INVESTMENTS - 0.13%			
Money Market Deposit Account - 0.13%			
U.S. Bank Money Market Deposit Account, 5.20% ^(c) \$	31,712		<u>31,712</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$31,712).....			<u>31,712</u>
Total Investments (Cost \$25,451,205) - 101.06%			25,159,726
Liabilities in Excess of Other Assets - (1.06%).....			(263,651)
TOTAL NET ASSETS - 100.00%			<u>\$24,896,075</u>
Asset Type			% of Net Assets
Purchased Options.....			100.93%
Short Term Investments			0.13
Total Investments.....			101.06
Liabilities in Excess of Other Assets			(1.06)
Net Assets.....			<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Exchange-Traded.

^(b) Purchased option contracts are held in connection with corresponding option contracts written short.

^(c) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR U.S. EQUITY 10 BUFFER ETF – QUARTERLY

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Call Options					
SPDR S&P 500 ETF	12/29/2023	\$443.77	585	\$(24,464,700)	<u>\$(103,165)</u>
					<u>(103,165)</u>
Put Options					
SPDR S&P 500 ETF	12/29/2023	384.73	585	(24,464,700)	<u>(153,639)</u>
					<u>(153,639)</u>
Total Options Written (Premiums Received \$509,202).....					<u><u>\$(256,804)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 9 BUFFER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Principal Amount		
SHORT-TERM INVESTMENTS - 103.99%			
U.S. Treasury Bills - 103.21%			
United States Treasury Bill, 2.42%, 11/30/2023 ^(a)	\$ 15,200	\$	15,136
United States Treasury Bill, 2.98%, 12/28/2023 ^(a)	15,200		15,072
United States Treasury Bill, 3.26%, 1/25/2024 ^(a)	15,200		15,010
United States Treasury Bill, 3.46%, 2/29/2024 ^(a)	15,200		14,931
United States Treasury Bill, 3.55%, 3/21/2024 ^(a)	15,200		14,883
United States Treasury Bill, 3.60%, 4/18/2024 ^(a)	15,200		14,820
United States Treasury Bill, 3.64%, 5/16/2024 ^(a)	15,200		14,764
United States Treasury Bill, 3.67%, 6/13/2024 ^(a)	15,300		14,805
United States Treasury Bill, 3.69%, 7/11/2024 ^(a)	15,300		14,745
United States Treasury Bill, 3.75%, 8/8/2024 ^(a)	15,300		14,680
United States Treasury Bill, 3.78%, 10/3/2024 ^{(a)(c)}	2,406,800		2,290,207
			<u>2,439,053</u>
Money Market Deposit Account - 0.78%			
U.S. Bank Money Market Deposit Account, 5.20% ^(b)	18,319		18,319
TOTAL SHORT-TERM INVESTMENTS (Cost \$2,458,037)			<u>2,457,372</u>
Total Investments (Cost \$2,458,037) - 103.99%			2,457,372
Liabilities in Excess of Other Assets - (3.99%)			(94,284)
TOTAL NET ASSETS - 100.00%			<u>\$ 2,363,088</u>

Asset Type	% of Net Assets
Short Term Investments	103.99%
Total Investments	103.99
Liabilities in Excess of Other Assets	(3.99)
Net Assets.....	<u>100.00%</u>

Percentages are stated as a percent of net assets.

^(a) Rate disclosed is the effective yield as of October 31, 2023.

^(b) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

^(c) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 9 BUFFER ETF – OCTOBER

Schedule of Options Written ^(a) October 31, 2023 (Continued)

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
SPDR S&P 500 ETF	9/30/2024	\$ 388.98	56	\$(2,341,920)	<u>\$(78,286)</u>
Total Options Written (Premiums Received \$75,703)..					<u><u>\$(78,286)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 15 BUFFER ETF – OCTOBER

Schedule of Investments October 31, 2023

	Principal Amount		
SHORT-TERM INVESTMENTS - 102.76%			
U.S. Treasury Bills - 102.11%			
United States Treasury Bill, 2.83%, 11/30/2023 ^(a)	\$ 39,900	\$	39,730
United States Treasury Bill, 3.45%, 12/28/2023 ^(a)	39,900		39,564
United States Treasury Bill, 3.76%, 1/25/2024 ^(a)	39,900		39,401
United States Treasury Bill, 3.99%, 2/29/2024 ^(a)	39,900		39,194
United States Treasury Bill, 4.09%, 3/21/2024 ^(a)	40,000		39,167
United States Treasury Bill, 4.14%, 4/18/2024 ^(a)	40,000		39,001
United States Treasury Bill, 4.18%, 5/16/2024 ^(a)	40,000		38,852
United States Treasury Bill, 4.21%, 6/13/2024 ^(a)	40,000		38,707
United States Treasury Bill, 4.24%, 7/11/2024 ^(a)	40,100		38,646
United States Treasury Bill, 4.29%, 8/8/2024 ^(a)	40,100		38,476
United States Treasury Bill, 4.33%, 10/3/2024 ^{(a)(c)}	7,210,900		<u>6,861,577</u>
			<u>7,252,315</u>
Money Market Deposit Account - 0.65%			
U.S. Bank Money Market Deposit Account, 5.20% ^(b)	46,128		<u>46,128</u>
TOTAL SHORT-TERM INVESTMENTS (Cost \$7,301,082)			<u>7,298,443</u>
Total Investments (Cost \$7,301,082) - 102.76%			7,298,443
Liabilities in Excess of Other Assets - (2.76%)			(195,823)
TOTAL NET ASSETS - 100.00%			<u>\$ 7,102,620</u>
			% of Net Assets
Asset Type			
Short Term Investments.....	102.76%		
Total Investments	102.76		
Liabilities in Excess of Other Assets	(2.76)		
Net Assets.....	<u>100.00%</u>		

Percentages are stated as a percent of net assets.

^(a) Rate disclosed is the effective yield as of October 31, 2023.

^(b) The U.S. Bank Money Market Deposit Account (the "MMDA") is a short-term investment vehicle in which the Fund holds cash balances. The MMDA will bear interest at a variable rate that is determined based on conditions and may change daily and by any amount. The rate shown is as of October 31, 2023.

^(c) All or portion of the security is pledged as collateral in connection with options written short.

The accompanying notes are an integral part of these financial statements.

INNOVATOR PREMIUM INCOME 15 BUFFER ETF – OCTOBER

**Schedule of Options Written ^(a)
October 31, 2023 (Continued)**

Description	Expiration	Strike Price	Contracts	Notional Amount	Value
Put Options					
SPDR S&P 500 ETF	9/30/2024	\$363.35	168	\$(7,025,760)	<u>\$(158,760)</u>
Total Options Written (Premiums Received \$155,109).....					<u><u>\$(158,760)</u></u>

^(a) Exchange-Traded.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities
October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b).....
Payable to Adviser
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

<u>Innovator U.S. Equity Buffer ETF - January</u>	<u>Innovator U.S. Equity Buffer ETF - February</u>	<u>Innovator U.S. Equity Buffer ETF - March</u>	<u>Innovator U.S. Equity Buffer ETF - April</u>
\$ 148,834,291 1,686 154 <u>148,836,131</u>	\$ 100,674,270 1,074 208 <u>100,675,552</u>	\$ 88,323,155 934 206 <u>88,324,295</u>	\$ 153,580,049 1,750 206 <u>153,582,005</u>
 275,924 99,880 <u>375,804</u>	 681,490 65,073 <u>746,563</u>	 728,590 59,821 <u>788,411</u>	 2,046,788 102,524 <u>2,149,312</u>
<u>\$ 148,460,327</u>	<u>\$ 99,928,989</u>	<u>\$ 87,535,884</u>	<u>\$ 151,432,693</u>
 \$ 190,245,904 (41,785,577) <u>\$ 148,460,327</u>	 \$ 103,377,517 (3,448,528) <u>\$ 99,928,989</u>	 \$ 88,440,170 (904,286) <u>\$ 87,535,884</u>	 \$ 156,350,798 (4,918,105) <u>\$ 151,432,693</u>
 \$ 148,460,327	 \$ 99,928,989	 \$ 87,535,884	 \$ 151,432,693
 4,125,000 \$ 35.99	 3,050,000 \$ 32.76	 2,450,000 \$ 35.73	 4,400,000 \$ 34.42
 \$ 144,726,719 7,667,569	 \$ 101,104,831 4,263,961	 \$ 86,408,055 3,844,013	 \$ 154,049,589 7,058,998

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
ETF variable fee receivable
Receivable for investments sold
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b)
Payable for fund shares redeemed
Payable to Adviser
Payable for investments purchased
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Buffer ETF - May	Innovator U.S. Equity Buffer ETF - June	Innovator U.S. Equity Buffer ETF - July	Innovator U.S. Equity Buffer ETF - August
\$ 113,053,846	\$ 103,287,502	\$ 353,757,857	\$ 190,436,674
1,445	1,177	4,302	2,259
-	-	424	-
-	-	875,607	-
103	146	98	193
<u>113,055,394</u>	<u>103,288,825</u>	<u>354,638,288</u>	<u>190,439,126</u>
2,033,363	2,187,564	11,916,303	8,276,882
-	-	847,680	-
82,374	70,454	229,389	125,080
-	-	29,666	-
<u>2,115,737</u>	<u>2,258,018</u>	<u>13,023,038</u>	<u>8,401,962</u>
<u>\$ 110,939,657</u>	<u>\$ 101,030,807</u>	<u>\$ 341,615,250</u>	<u>\$ 182,037,164</u>
\$ 121,085,394	\$ 111,769,103	\$ 354,788,516	\$ 206,891,037
(10,145,737)	(10,738,296)	(13,173,266)	(24,853,873)
<u>\$ 110,939,657</u>	<u>\$ 101,030,807</u>	<u>\$ 341,615,250</u>	<u>\$ 182,037,164</u>
\$ 110,939,657	\$ 101,030,807	\$ 341,615,250	\$ 182,037,164
3,625,000	3,125,000	10,075,000	5,600,000
<u>\$ 30.60</u>	<u>\$ 32.33</u>	<u>\$ 33.91</u>	<u>\$ 32.51</u>
\$ 114,242,270	\$ 104,516,547	\$ 366,220,531	\$ 199,030,419
5,068,740	4,135,330	11,205,712	6,459,837

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
Receivable for investments sold
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b)
Payable to Adviser
Payable for investments purchased
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Buffer ETF - September	Innovator U.S. Equity Buffer ETF - October	Innovator U.S. Equity Buffer ETF - November	Innovator U.S. Equity Buffer ETF - December
\$ 185,960,571	\$ 177,810,127	\$ 87,405,915	\$ 96,108,195
2,428	2,067	985	1,042
-	-	87,290,907	-
113	102	200	206
<u>185,963,112</u>	<u>177,812,296</u>	<u>174,698,007</u>	<u>96,109,443</u>
7,735,578	6,471,826	3,485,629	114,192
118,872	110,437	58,014	65,502
-	-	87,230,301	-
<u>7,854,450</u>	<u>6,582,263</u>	<u>90,773,944</u>	<u>179,694</u>
<u>\$ 178,108,662</u>	<u>\$ 171,230,033</u>	<u>\$ 83,924,063</u>	<u>\$ 95,929,749</u>
\$ 193,720,513	\$ 197,865,005	\$ 93,556,235	\$ 102,837,163
(15,611,851)	(26,634,972)	(9,632,172)	(6,907,414)
<u>\$ 178,108,662</u>	<u>\$ 171,230,033</u>	<u>\$ 83,924,063</u>	<u>\$ 95,929,749</u>
\$ 178,108,662	\$ 171,230,033	\$ 83,924,063	\$ 95,929,749
5,375,000	4,900,000	2,625,000	2,800,000
<u>\$ 33.14</u>	<u>\$ 34.94</u>	<u>\$ 31.97</u>	<u>\$ 34.26</u>
\$ 193,016,591	\$ 180,570,936	\$ 87,414,571	\$ 97,927,120
6,409,612	6,814,783	3,476,946	5,536,138

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
ETF variable fee receivable
Receivable for investments sold
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b)
Payable for fund shares redeemed
Payable to Adviser
Payable for investments purchased
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - January	Innovator U.S. Equity Power Buffer ETF - February	Innovator U.S. Equity Power Buffer ETF - March	Innovator U.S. Equity Power Buffer ETF - April
\$ 571,166,076	\$ 445,276,304	\$ 381,301,518	\$ 586,633,796
6,566	5,270	4,387	7,092
-	-	-	378
-	42,051	-	804,315
136	185	239	202
<u>571,172,778</u>	<u>445,323,810</u>	<u>381,306,144</u>	<u>587,445,783</u>
1,317,161	2,217,600	3,619,924	6,481,111
-	-	-	755,938
390,301	304,443	259,107	395,697
-	214	-	8,992
<u>1,707,462</u>	<u>2,522,257</u>	<u>3,879,031</u>	<u>7,641,738</u>
<u>\$ 569,465,316</u>	<u>\$ 442,801,553</u>	<u>\$ 377,427,113</u>	<u>\$ 579,804,045</u>
\$ 643,645,271	\$ 454,551,124	\$ 383,188,509	\$ 605,473,728
(74,179,955)	(11,749,571)	(5,761,396)	(25,669,683)
<u>\$ 569,465,316</u>	<u>\$ 442,801,553</u>	<u>\$ 377,427,113</u>	<u>\$ 579,804,045</u>
\$ 569,465,316	\$ 442,801,553	\$ 377,427,113	\$ 579,804,045
16,625,000	14,750,000	11,375,000	19,175,000
<u>\$ 34.25</u>	<u>\$ 30.02</u>	<u>\$ 33.18</u>	<u>\$ 30.24</u>
\$ 553,421,098	\$ 448,382,794	\$ 372,966,267	\$ 588,772,376
30,429,099	19,505,194	16,584,451	26,685,881

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities

October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
Receivable for investments sold
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b)
Payable to Adviser
Payable for investments purchased
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - May	Innovator U.S. Equity Power Buffer ETF - June	Innovator U.S. Equity Power Buffer ETF - July	Innovator U.S. Equity Power Buffer ETF - August
\$ 466,211,938	\$ 531,337,812	\$ 1,022,816,590	\$ 912,691,826
5,664	6,061	12,522	11,249
-	-	43,794	44,592
73	228	206	68
<u>466,217,675</u>	<u>531,344,101</u>	<u>1,022,873,112</u>	<u>912,747,735</u>
6,829,804	9,588,111	22,822,240	25,858,203
325,203	358,020	676,170	607,164
-	-	984	1,271
<u>7,155,007</u>	<u>9,946,131</u>	<u>23,499,394</u>	<u>26,466,638</u>
<u>\$ 459,062,668</u>	<u>\$ 521,397,970</u>	<u>\$ 999,373,718</u>	<u>\$ 886,281,097</u>
\$ 491,458,674	\$ 537,679,525	\$ 1,053,401,571	\$ 966,490,413
(32,396,006)	(16,281,555)	(54,027,853)	(80,209,316)
<u>459,062,668</u>	<u>521,397,970</u>	<u>999,373,718</u>	<u>886,281,097</u>
\$ 459,062,668	\$ 521,397,970	\$ 999,373,718	\$ 886,281,097
15,725,000	16,800,000	30,000,000	28,875,000
<u>29.19</u>	<u>31.04</u>	<u>33.31</u>	<u>30.69</u>
\$ 471,227,430	\$ 538,149,543	\$ 1,060,351,836	\$ 954,394,065
20,810,246	21,602,189	33,732,265	29,941,024

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
ETF variable fee receivable
Receivable for investments sold
Receivable for fund shares sold
Deposit at broker for options
Total Assets.....

Liabilities:

Options written, at value ^(b).....
Payable to Adviser
Payable for investments purchased
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - September	Innovator U.S. Equity Power Buffer ETF - October	Innovator U.S. Equity Power Buffer ETF - November	Innovator U.S. Equity Power Buffer ETF - December
\$ 712,260,376	\$ 749,891,268	\$ 649,602,513	\$ 563,916,453
9,188	7,283	7,023	6,813
-	-	11,293	-
-	-	625,695,752	-
-	-	22,585,990	-
10	106	97	204
<u>712,269,574</u>	<u>749,898,657</u>	<u>1,297,902,668</u>	<u>563,923,470</u>
20,560,853	23,759,683	25,996,710	322,334
466,458	385,261	450,690	390,297
-	-	648,073,123	-
<u>21,027,311</u>	<u>24,144,944</u>	<u>674,520,523</u>	<u>712,631</u>
<u>\$ 691,242,263</u>	<u>\$ 725,753,713</u>	<u>\$ 623,382,145</u>	<u>\$ 563,210,839</u>
\$ 756,289,102	\$ 754,625,354	\$ 688,548,183	\$ 563,878,576
(65,046,839)	(28,871,641)	(65,166,038)	(667,737)
<u>\$ 691,242,263</u>	<u>\$ 725,753,713</u>	<u>\$ 623,382,145</u>	<u>\$ 563,210,839</u>
\$ 691,242,263	\$ 725,753,713	\$ 623,382,145	\$ 563,210,839
21,575,000	21,600,000	19,325,000	17,800,000
<u>\$ 32.04</u>	<u>\$ 33.60</u>	<u>\$ 32.26</u>	<u>\$ 31.64</u>
\$ 740,762,427	\$ 760,768,283	\$ 649,666,315	\$ 574,370,365
24,442,725	28,783,669	25,932,700	29,867,423

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities

October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
Receivable for investments sold
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b)
Payable to Adviser
Payable for investments purchased
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - January	Innovator U.S. Equity Ultra Buffer ETF - February	Innovator U.S. Equity Ultra Buffer ETF - March	Innovator U.S. Equity Ultra Buffer ETF - April
\$ 116,398,151	\$ 49,653,534	\$ 45,366,095	\$ 96,311,331
1,262	515	478	1,102
-	-	41,694	-
373	206	172	205
<u>116,399,786</u>	<u>49,654,255</u>	<u>45,408,439</u>	<u>96,312,638</u>
456,514	161,354	408,336	713,880
79,089	34,808	32,621	65,645
-	-	380	-
<u>535,603</u>	<u>196,162</u>	<u>441,337</u>	<u>779,525</u>
<u>\$ 115,864,183</u>	<u>\$ 49,458,093</u>	<u>\$ 44,967,102</u>	<u>\$ 95,533,113</u>
\$ 154,548,232	\$ 55,169,933	\$ 51,988,303	\$ 102,098,827
(38,684,049)	(5,711,840)	(7,021,201)	(6,565,714)
<u>\$ 115,864,183</u>	<u>\$ 49,458,093</u>	<u>\$ 44,967,102</u>	<u>\$ 95,533,113</u>
\$ 115,864,183	\$ 49,458,093	\$ 44,967,102	\$ 95,533,113
3,600,000	1,825,000	1,525,000	3,750,000
<u>\$ 32.18</u>	<u>\$ 27.10</u>	<u>\$ 29.49</u>	<u>\$ 25.48</u>
\$ 111,041,427	\$ 49,606,730	\$ 44,778,709	\$ 96,543,676
4,546,087	1,556,285	1,355,195	3,153,093

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
ETF variable fee receivable
Receivable for investments sold
Receivable for fund shares sold
Deposit at broker for options
Total Assets.....

Liabilities:

Options written, at value ^(b).....
Payable for fund shares redeemed
Payable to Adviser
Payable for investments purchased
Total Liabilities.....

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - May	Innovator U.S. Equity Ultra Buffer ETF - June	Innovator U.S. Equity Ultra Buffer ETF - July	Innovator U.S. Equity Ultra Buffer ETF - August
\$ 62,133,819	\$ 75,029,431	\$ 162,831,609	\$ 346,627,802
736	837	2,007	3,406
-	-	697	4,245
-	718,551	1,415,217	62,861
-	-	-	8,491,080
162	103	201	163
<u>62,134,717</u>	<u>75,748,922</u>	<u>164,249,731</u>	<u>355,189,557</u>
580,648	878,416	1,113,084	2,580,175
-	699,168	1,393,305	-
46,883	51,066	109,578	182,949
-	8,436	9,843	8,535,070
<u>627,531</u>	<u>1,637,086</u>	<u>2,625,810</u>	<u>11,298,194</u>
<u>\$ 61,507,186</u>	<u>\$ 74,111,836</u>	<u>\$ 161,623,921</u>	<u>\$ 343,891,363</u>
\$ 68,526,860	\$ 78,526,305	\$ 167,956,277	\$ 360,955,239
(7,019,674)	(4,414,469)	(6,332,356)	(17,063,876)
<u>\$ 61,507,186</u>	<u>\$ 74,111,836</u>	<u>\$ 161,623,921</u>	<u>\$ 343,891,363</u>
\$ 61,507,186	\$ 74,111,836	\$ 161,623,921	\$ 343,891,363
2,250,000	2,650,000	5,800,000	12,150,000
<u>\$ 27.34</u>	<u>\$ 27.97</u>	<u>\$ 27.87</u>	<u>\$ 28.30</u>
\$ 62,788,314	\$ 75,900,239	\$ 170,616,034	\$ 358,124,946
1,932,903	2,261,384	3,685,855	4,860,036

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities
October 31, 2023

Assets:

Investments, at value (a)
Interest receivable
ETF variable fee receivable
Receivable for investments sold
Receivable for fund shares sold
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value (b)
Payable to Adviser
Payable for investments purchased
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value authorized)
Net asset value price per share

(a) Cost of investments

(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - September	Innovator U.S. Equity Ultra Buffer ETF - October	Innovator U.S. Equity Ultra Buffer ETF - November	Innovator U.S. Equity Ultra Buffer ETF - December
\$ 90,436,690	\$ 105,148,653	\$ 31,236,230	\$ 69,713,286
1,127	1,144	321	838
722	377	-	-
13,356	12,609	31,196,657	-
1,444,450	753,980	-	-
107	103	102	205
<u>91,896,452</u>	<u>105,916,866</u>	<u>62,433,310</u>	<u>69,714,329</u>
851,947	1,835,160	829,756	8,688
59,254	61,445	21,300	47,849
1,428,777	724,851	31,174,694	-
<u>2,339,978</u>	<u>2,621,456</u>	<u>32,025,750</u>	<u>56,537</u>
<u>\$ 89,556,474</u>	<u>\$ 103,295,410</u>	<u>\$ 30,407,560</u>	<u>\$ 69,657,792</u>
\$ 102,176,050	\$ 111,499,191	\$ 33,953,968	\$ 74,111,266
(12,619,576)	(8,203,781)	(3,546,408)	(4,453,474)
<u>\$ 89,556,474</u>	<u>\$ 103,295,410</u>	<u>\$ 30,407,560</u>	<u>\$ 69,657,792</u>
\$ 89,556,474	\$ 103,295,410	\$ 30,407,560	\$ 69,657,792
3,100,000	3,425,000	1,025,000	2,425,000
<u>\$ 28.89</u>	<u>\$ 30.16</u>	<u>\$ 29.67</u>	<u>\$ 28.72</u>
\$ 94,641,962	\$ 107,074,194	\$ 31,239,366	\$ 71,100,393
1,878,507	2,678,535	826,613	1,592,131

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities

October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
ETF variable fee receivable
Receivable for investments sold
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b)
Payable for fund shares redeemed
Payable to Adviser
Payable for investments purchased
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator Premium Income 10 Barrier ETF - April	Innovator Premium Income 20 Barrier ETF - April	Innovator Premium Income 30 Barrier ETF - April	Innovator Premium Income 40 Barrier ETF - April
\$ 9,037,420	\$ 29,266,552	\$ 52,310,751	\$ 35,023,433
88	231	521	314
-	-	373	-
-	-	1,991,006	-
153	111	289	49
<u>9,037,661</u>	<u>29,266,894</u>	<u>54,302,940</u>	<u>35,023,796</u>
1,023,480	2,685,485	3,528,644	1,746,722
-	-	1,851,397	-
6,215	18,186	34,457	24,899
-	-	134,567	-
<u>1,029,695</u>	<u>2,703,671</u>	<u>5,549,065</u>	<u>1,771,621</u>
<u>\$ 8,007,966</u>	<u>\$ 26,563,223</u>	<u>\$ 48,753,875</u>	<u>\$ 33,252,175</u>
\$ 8,029,781	\$ 26,585,315	\$ 48,752,598	\$ 33,373,349
(21,815)	(22,092)	1,277	(121,174)
<u>\$ 8,007,966</u>	<u>\$ 26,563,223</u>	<u>\$ 48,753,875</u>	<u>\$ 33,252,175</u>
\$ 8,007,966	\$ 26,563,223	\$ 48,753,875	\$ 33,252,175
325,000	1,075,000	1,975,000	1,350,000
\$ 24.64	\$ 24.71	\$ 24.69	\$ 24.63
\$ 10,543,610	\$ 36,106,570	\$ 62,532,548	\$ 41,005,053
2,156,426	8,774,464	12,804,267	6,397,843

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities
October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b)
Payable to Adviser
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator Premium Income 10 Barrier ETF - July	Innovator Premium Income 20 Barrier ETF - July	Innovator Premium Income 30 Barrier ETF - July	Innovator Premium Income 40 Barrier ETF - July
\$ 6,509,179	\$ 32,396,229	\$ 34,146,021	\$ 9,169,275
38	325	302	51
17	13	8	6
6,509,234	32,396,567	34,146,331	9,169,332
1,655,344	7,207,539	5,640,766	1,095,659
3,195	17,199	18,129	5,393
1,658,539	7,224,738	5,658,895	1,101,052
\$ 4,850,695	\$ 25,171,829	\$ 28,487,436	\$ 8,068,280
\$ 4,923,652	\$ 25,357,389	\$ 28,518,093	\$ 8,064,409
(72,957)	(185,560)	(30,657)	3,871
\$ 4,850,695	\$ 25,171,829	\$ 28,487,436	\$ 8,068,280
\$ 4,850,695	\$ 25,171,829	\$ 28,487,436	\$ 8,068,280
200,000	1,025,000	1,150,000	325,000
\$ 24.25	\$ 24.56	\$ 24.77	\$ 24.83
\$ 6,269,074	\$ 32,222,071	\$ 34,949,067	\$ 9,324,594
1,342,282	6,741,251	6,201,617	1,260,367

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
Deposit at broker for options
Total Assets

Liabilities:

Options written, at value ^(b)
Payable to Adviser
Total Liabilities

Net Assets

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized)
Net asset value price per share

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator Premium Income 10 Barrier ETF - October	Innovator Premium Income 20 Barrier ETF - October	Innovator Premium Income 30 Barrier ETF - October	Innovator Premium Income 40 Barrier ETF - October
\$ 3,988,163 269 -	\$ 14,295,041 120 -	\$ 17,258,171 138 1	\$ 7,799,111 119 -
<u>3,988,432</u>	<u>14,295,161</u>	<u>17,258,310</u>	<u>7,799,230</u>
1,013,862 1,352	3,566,808 4,777	3,532,278 5,772	1,234,002 3,579
<u>1,015,214</u>	<u>3,571,585</u>	<u>3,538,050</u>	<u>1,237,581</u>
<u>\$ 2,973,218</u>	<u>\$ 10,723,576</u>	<u>\$ 13,720,260</u>	<u>\$ 6,561,649</u>
\$ 2,980,615 (7,397)	\$ 10,723,915 (339)	\$ 13,711,448 8,812	\$ 6,544,005 17,644
<u>\$ 2,973,218</u>	<u>\$ 10,723,576</u>	<u>\$ 13,720,260</u>	<u>\$ 6,561,649</u>
\$ 2,973,218	\$ 10,723,576	\$ 13,720,260	\$ 6,561,649
125,000	450,000	575,000	275,000
<u>\$ 23.79</u>	<u>\$ 23.83</u>	<u>\$ 23.86</u>	<u>\$ 23.86</u>
\$ 3,948,590 958,411	\$ 14,384,653 3,625,366	\$ 17,454,020 3,699,981	\$ 7,916,237 1,346,569

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Assets and Liabilities October 31, 2023

Assets:

Investments, at value ^(a)
Interest receivable
ETF variable fee receivable
Receivable for investments sold
Receivable for fund shares sold
Deposit at broker for options
Total Assets.....

Liabilities:

Options written, at value ^(b).....
Payable to Adviser
Payable for investments purchased
Distributions payable.....
Total Liabilities.....

Net Assets.....

Net Assets Consist of:

Capital stock
Total distributable earnings/(accumulated deficit)

Net Assets.....

Net Asset Value:

Net assets
Shares of beneficial interest outstanding (unlimited shares without par value
authorized).....
Net asset value price per share.....

^(a) Cost of investments

^(b) Premiums received

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly	Innovator U.S. Equity 10 Buffer ETF - Quarterly	Innovator Premium Income 9 Buffer ETF - October	Innovator Premium Income 15 Buffer ETF - October
\$ 12,665,701	\$ 25,159,726	\$ 2,457,372	\$ 7,298,443
30	68	94	112
-	-	-	296
-	-	-	13,200
-	-	-	591,865
200	200	-	-
<u>12,665,931</u>	<u>25,159,994</u>	<u>2,457,466</u>	<u>7,903,916</u>
47,472	256,804	78,286	158,760
3,770	7,115	977	2,843
-	-	-	603,421
-	-	15,115	36,272
<u>51,242</u>	<u>263,919</u>	<u>94,378</u>	<u>801,296</u>
<u>\$ 12,614,689</u>	<u>\$ 24,896,075</u>	<u>\$ 2,363,088</u>	<u>\$ 7,102,620</u>
\$ 12,890,830	\$ 24,942,202	\$ 2,366,337	\$ 7,108,911
(276,141)	(46,127)	(3,249)	(6,291)
<u>\$ 12,614,689</u>	<u>\$ 24,896,075</u>	<u>\$ 2,363,088</u>	<u>\$ 7,102,620</u>
\$ 12,614,689	\$ 24,896,075	\$ 2,363,088	\$ 7,102,620
500,000	975,000	100,000	300,000
<u>\$ 25.23</u>	<u>\$ 25.53</u>	<u>\$ 23.63</u>	<u>\$ 23.68</u>
\$ 13,028,320	\$ 25,451,205	\$ 2,458,037	\$ 7,301,082
137,690	509,202	75,703	155,109

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Year Ended October 31, 2023

Investment Income:

Interest.....
Total Investment Income.....

Expenses:

Investment advisory fee.....
Total Expenses.....

Net Investment Income/(Loss).....

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
 Investments.....
 Redemptions sold in-kind on investments.....
 Redemptions sold in-kind on options written.....
 Options written.....
Net change in unrealized appreciation/(depreciation) on:
 Investments.....
 Options written.....
Net Realized and Unrealized Gain/(Loss) on Investments and Options Written.....
Net Increase/(Decrease) in Net Assets Resulting From Operations.....

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Year Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
Investments
Redemptions sold in-kind on investments
Redemptions sold in-kind on options written.....
Options written.....
Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....
Net Realized and Unrealized Gain/(Loss) on Investments and Options Written.....
Net Increase/(Decrease) in Net Assets Resulting From Operations

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Buffer ETF - May	Innovator U.S. Equity Buffer ETF - June	Innovator U.S. Equity Buffer ETF - July	Innovator U.S. Equity Buffer ETF - August
\$ 16,724	\$ 14,797	\$ 25,687	\$ 19,308
16,724	14,797	25,687	19,308
1,116,789	972,665	1,635,681	1,094,397
1,116,789	972,665	1,635,681	1,094,397
(1,100,065)	(957,868)	(1,609,994)	(1,075,089)
(10,507,864)	(7,811,964)	4,470,415	(5,631,494)
510,226	6,402,150	10,619,451	14,325,990
8,723,538	7,143,208	6,907,827	7,201,507
4,147,574	81,109	4,345,053	250,417
7,722,886	3,115,047	(14,158,427)	(3,870,251)
(1,363,929)	655,866	(4,211,260)	(1,931,848)
9,232,431	9,585,416	7,973,059	10,344,321
\$ 8,132,366	\$ 8,627,548	\$ 6,363,065	\$ 9,269,232

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Year Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
Investments
Redemptions sold in-kind on investments
Redemptions sold in-kind on options written.....
Options written.....

Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....

Net Realized and Unrealized Gain/(Loss) on Investments and Options Written

Net Increase/(Decrease) in Net Assets Resulting From Operations

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Buffer ETF - September	Innovator U.S. Equity Buffer ETF - October	Innovator U.S. Equity Buffer ETF - November	Innovator U.S. Equity Buffer ETF - December
\$ 20,066	\$ 20,295	\$ 13,142	\$ 11,624
20,066	20,295	13,142	11,624
1,325,414	1,455,109	927,582	818,903
1,325,414	1,455,109	927,582	818,903
(1,305,348)	(1,434,814)	(914,440)	(807,279)
(510,879)	(10,524,073)	(1,735,397)	(6,668,991)
10,637,177	29,758,058	7,114,698	3,789,711
6,793,169	11,755,947	4,590,550	3,736,164
4,226,861	1,767,551	3,511,604	1,134,269
(3,656,699)	(11,926,216)	(1,730)	1,928,790
(2,167,120)	(555,582)	(1,666)	4,993,789
15,322,509	20,275,685	13,478,059	8,913,732
\$ 14,017,161	\$ 18,840,871	\$ 12,563,619	\$ 8,106,453

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Year Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
Investments
Redemptions sold in-kind on investments
Redemptions sold in-kind on options written.....
Options written.....

Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....

Net Realized and Unrealized Gain/(Loss) on Investments and Options Written

Net Increase/(Decrease) in Net Assets Resulting From Operations

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - January	Innovator U.S. Equity Power Buffer ETF - February	Innovator U.S. Equity Power Buffer ETF - March	Innovator U.S. Equity Power Buffer ETF - April
\$ 69,554	\$ 56,207	\$ 41,606	\$ 63,107
<u>69,554</u>	<u>56,207</u>	<u>41,606</u>	<u>63,107</u>
<u>4,765,858</u>	<u>3,700,176</u>	<u>2,843,460</u>	<u>3,969,794</u>
<u>4,765,858</u>	<u>3,700,176</u>	<u>2,843,460</u>	<u>3,969,794</u>
<u>(4,696,304)</u>	<u>(3,643,969)</u>	<u>(2,801,854)</u>	<u>(3,906,687)</u>
(45,521,911)	(17,528,723)	(16,020,239)	(32,081,485)
35,216,684	12,457,220	5,817,032	20,748,498
11,792,045	12,808,151	17,463,248	20,362,689
(1,689,754)	8,083,483	(25,910)	706,124
42,462,618	14,036,614	25,014,282	18,016,013
21,408,179	8,800,378	3,920,450	14,235,075
<u>63,667,861</u>	<u>38,657,123</u>	<u>36,168,863</u>	<u>41,986,914</u>
<u>\$ 58,971,557</u>	<u>\$ 35,013,154</u>	<u>\$ 33,367,009</u>	<u>\$ 38,080,227</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations
For the Year Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
 Investments
 Redemptions sold in-kind on investments
 Redemptions sold in-kind on options written.....
 Options written.....
Net change in unrealized appreciation/(depreciation) on:
 Investments
 Options written.....
Net Realized and Unrealized Gain/(Loss) on Investments and Options Written.....
Net Increase/(Decrease) in Net Assets Resulting From Operations

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - May	Innovator U.S. Equity Power Buffer ETF - June	Innovator U.S. Equity Power Buffer ETF - July	Innovator U.S. Equity Power Buffer ETF - August
\$ 62,177	\$ 55,991	\$ 79,267	\$ 79,580
<u>62,177</u>	<u>55,991</u>	<u>79,267</u>	<u>79,580</u>
<u>3,700,493</u>	<u>3,569,573</u>	<u>4,986,454</u>	<u>4,793,714</u>
<u>3,700,493</u>	<u>3,569,573</u>	<u>4,986,454</u>	<u>4,793,714</u>
<u>(3,638,316)</u>	<u>(3,513,582)</u>	<u>(4,907,187)</u>	<u>(4,714,134)</u>
(31,421,610)	(25,689,518)	(13,285,053)	(26,979,657)
7,963,287	11,534,281	53,655,075	56,149,951
18,857,068	11,556,431	27,558,756	30,515,171
9,522,178	13,014,543	5,198,940	399,677
16,699,605	8,698,912	(36,452,791)	(24,047,957)
320,063	3,108,451	2,031,405	(2,023,460)
<u>21,940,591</u>	<u>22,223,100</u>	<u>38,706,332</u>	<u>34,013,725</u>
<u>\$ 18,302,275</u>	<u>\$ 18,709,518</u>	<u>\$ 33,799,145</u>	<u>\$ 29,299,591</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Year Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
Investments
Redemptions sold in-kind on investments
Redemptions sold in-kind on options written.....
Options written.....

Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....

Net Realized and Unrealized Gain/(Loss) on Investments and Options Written

Net Increase/(Decrease) in Net Assets Resulting From Operations

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - September	Innovator U.S. Equity Power Buffer ETF - October	Innovator U.S. Equity Power Buffer ETF - November	Innovator U.S. Equity Power Buffer ETF - December
\$ 74,934	\$ 62,194	\$ 86,531	\$ 77,564
<u>74,934</u>	<u>62,194</u>	<u>86,531</u>	<u>77,564</u>
4,798,422	4,267,205	5,863,953	4,889,028
<u>4,798,422</u>	<u>4,267,205</u>	<u>5,863,953</u>	<u>4,889,028</u>
<u>(4,723,488)</u>	<u>(4,205,011)</u>	<u>(5,777,422)</u>	<u>(4,811,464)</u>
(25,790,271)	(7,768,789)	(45,006,805)	(21,010,646)
74,151,707	71,966,979	65,283,952	14,976,645
37,271,558	15,804,452	44,899,384	14,835,776
465,800	17,086,389	1,428,399	8,901,080
(19,326,452)	(35,866,865)	(28,420)	4,807,940
<u>(113,006)</u>	<u>9,508,350</u>	<u>(28,154)</u>	<u>18,505,173</u>
<u>66,659,336</u>	<u>70,730,516</u>	<u>66,548,356</u>	<u>41,015,968</u>
<u>\$ 61,935,848</u>	<u>\$ 66,525,505</u>	<u>\$ 60,770,934</u>	<u>\$ 36,204,504</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations
For the Year Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
Investments
Redemptions sold in-kind on investments
Redemptions sold in-kind on options written.....
Options written.....
Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....
Net Realized and Unrealized Gain/(Loss) on Investments and Options Written.....
Net Increase/(Decrease) in Net Assets Resulting From Operations

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - January	Innovator U.S. Equity Ultra Buffer ETF - February	Innovator U.S. Equity Ultra Buffer ETF - March	Innovator U.S. Equity Ultra Buffer ETF - April
\$ 16,202	\$ 7,950	\$ 8,172	\$ 16,471
<u>16,202</u>	<u>7,950</u>	<u>8,172</u>	<u>16,471</u>
<u>1,312,896</u>	<u>569,068</u>	<u>577,199</u>	<u>1,114,997</u>
<u>1,312,896</u>	<u>569,068</u>	<u>577,199</u>	<u>1,114,997</u>
<u>(1,296,694)</u>	<u>(561,118)</u>	<u>(569,027)</u>	<u>(1,098,526)</u>
(22,711,625)	(4,571,272)	(6,249,815)	(4,361,880)
14,766,406	2,305,337	3,205,910	4,273,311
6,032,635	1,855,626	2,550,172	4,153,968
1,929,468	319,761	(244,680)	(5,225)
20,054,509	4,917,823	5,574,693	3,302,124
<u>(3,353,264)</u>	<u>(618,967)</u>	<u>(1,164,982)</u>	<u>(753,662)</u>
<u>16,718,129</u>	<u>4,208,308</u>	<u>3,671,298</u>	<u>6,608,636</u>
<u>\$ 15,421,435</u>	<u>\$ 3,647,190</u>	<u>\$ 3,102,271</u>	<u>\$ 5,510,110</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Year Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
Investments
Redemptions sold in-kind on investments
Redemptions sold in-kind on options written.....
Options written.....

Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....

Net Realized and Unrealized Gain/(Loss) on Investments and Options Written

Net Increase/(Decrease) in Net Assets Resulting From Operations

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - May	Innovator U.S. Equity Ultra Buffer ETF - June	Innovator U.S. Equity Ultra Buffer ETF - July	Innovator U.S. Equity Ultra Buffer ETF - August
\$ 9,938	\$ 9,880	\$ 11,252	\$ 15,605
9,938	9,880	11,252	15,605
684,089	685,907	725,876	973,232
684,089	685,907	725,876	973,232
(674,151)	(676,027)	(714,624)	(957,627)
(4,830,761)	(4,833,741)	3,068,658	(4,164,269)
5,204,694	5,660,259	3,368,240	12,154,378
3,348,795	2,681,283	1,427,915	4,097,766
922,233	1,223,233	365,014	20,061
1,682,077	1,238,641	(8,314,708)	(9,098,594)
(1,541,267)	(719,138)	1,981,490	870,993
4,785,771	5,250,537	1,896,609	3,880,335
\$ 4,111,620	\$ 4,574,510	\$ 1,181,985	\$ 2,922,708

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Year Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
 Investments
 Redemptions sold in-kind on investments
 Redemptions sold in-kind on options written.....
 Options written.....
Net change in unrealized appreciation/(depreciation) on:
 Investments
 Options written.....
Net Realized and Unrealized Gain/(Loss) on Investments and Options Written.....
Net Increase/(Decrease) in Net Assets Resulting From Operations

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - September	Innovator U.S. Equity Ultra Buffer ETF - October	Innovator U.S. Equity Ultra Buffer ETF - November	Innovator U.S. Equity Ultra Buffer ETF - December
\$ 12,700	\$ 10,650	\$ 5,579	\$ 9,949
12,700	10,650	5,579	9,949
856,544	766,022	405,800	683,423
856,544	766,022	405,800	683,423
(843,844)	(755,372)	(400,221)	(673,474)
(4,469,009)	2,258,239	1,363,343	(4,508,034)
15,217,088	11,003,413	1,900,838	3,207,925
4,414,187	545,555	894,621	3,187,176
423,328	1,592,926	1,369,742	888,042
(5,246,782)	(7,330,768)	2,821	3,244,789
701,936	3,594,257	2,873	(714,665)
11,040,748	11,663,622	5,534,238	5,305,233
\$ 10,196,904	\$ 10,908,250	\$ 5,134,017	\$ 4,631,759

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations
For the Period Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
Investments
Redemptions sold in-kind on investments
Redemptions sold in-kind on options written.....
Options written.....

Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....

Net Realized and Unrealized Gain/(Loss) on Investments and Options Written

Net Increase/(Decrease) in Net Assets Resulting From Operations

(a) Since Commencement of Operations on March 31, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator Premium Income 10 Barrier ETF – April ^(a)	Innovator Premium Income 20 Barrier ETF – April ^(a)	Innovator Premium Income 30 Barrier ETF – April ^(a)	Innovator Premium Income 40 Barrier ETF – April ^(a)
\$ 237,194	\$ 700,523	\$ 1,250,382	\$ 932,395
<u>237,194</u>	<u>700,523</u>	<u>1,250,382</u>	<u>932,395</u>
37,017	113,091	202,773	154,344
<u>37,017</u>	<u>113,091</u>	<u>202,773</u>	<u>154,344</u>
<u>200,177</u>	<u>587,432</u>	<u>1,047,609</u>	<u>778,051</u>
(2,970)	(287,492)	8,035	(149,168)
(77,886)	(111,657)	(152,701)	(105,649)
634,398	704,045	969,363	921,582
10,984	1,097,880	784,785	975,555
(1,506,190)	(6,840,019)	(10,221,796)	(5,981,620)
<u>1,132,946</u>	<u>6,088,979</u>	<u>9,275,623</u>	<u>4,651,121</u>
<u>191,282</u>	<u>651,736</u>	<u>663,309</u>	<u>311,821</u>
<u>\$ 391,459</u>	<u>\$ 1,239,168</u>	<u>\$ 1,710,918</u>	<u>\$ 1,089,872</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Period Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Realized & Unrealized Gain/(Loss):

Net realized gain/(loss) on:
Investments
Redemptions sold in-kind on investments
Redemptions sold in-kind on options written.....
Options written.....

Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....

Net Realized and Unrealized Gain/(Loss) on Investments and Options Written

Net Increase/(Decrease) in Net Assets Resulting From Operations

(a) Since Commencement of Operations on June 30, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator Premium Income 10 Barrier ETF – July ^(a)	Innovator Premium Income 20 Barrier ETF – July ^(a)	Innovator Premium Income 30 Barrier ETF – July ^(a)	Innovator Premium Income 40 Barrier ETF – July ^(a)
\$ 65,765	\$ 355,535	\$ 411,838	\$ 127,531
65,765	355,535	411,838	127,531
9,058	49,662	58,468	18,117
9,058	49,662	58,468	18,117
56,707	305,873	353,370	109,414
-	(29)	(8,457)	-
-	79,974	(21,875)	-
-	26,625	183,885	-
-	-	57,985	-
240,105	174,158	(803,046)	(155,318)
(313,062)	(466,288)	560,851	164,708
(72,957)	(185,560)	(30,657)	9,390
\$ (16,250)	\$ 120,313	\$ 322,713	\$ 118,804

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Period Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Unrealized Gain/(Loss):

Net change in unrealized appreciation/(depreciation) on:
 Investments
 Options written.....
Net Unrealized Gain/(Loss) on Investments and Options Written.....
Net Increase/(Decrease) in Net Assets Resulting From Operations

(a) Since Commencement of Operations on September 29, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator Premium Income 10 Barrier ETF – October ^(a)	Innovator Premium Income 20 Barrier ETF – October ^(a)	Innovator Premium Income 30 Barrier ETF – October ^(a)	Innovator Premium Income 40 Barrier ETF – October ^(a)
\$ 9,834	\$ 35,492	\$ 42,730	\$ 25,782
9,834	35,492	42,730	25,782
1,352	4,777	5,772	3,578
1,352	4,777	5,772	3,578
8,482	30,715	36,958	22,204
39,572	(89,612)	(195,848)	(117,126)
(55,451)	58,558	167,702	112,566
(15,879)	(31,054)	(28,146)	(4,560)
\$ (7,397)	\$ (339)	\$ 8,812	\$ 17,644

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Operations For the Period Ended October 31, 2023

Investment Income:

Interest
Total Investment Income

Expenses:

Investment advisory fee
Total Expenses

Net Investment Income/(Loss)

Unrealized Gain/(Loss):

Net change in unrealized appreciation/(depreciation) on:
Investments
Options written.....

Net Unrealized Gain/(Loss) on Investments and Options Written.....

Net Increase/(Decrease) in Net Assets Resulting From Operations

(a) Since Commencement of Operations on September 29, 2023

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity 5 to 15 Buffer ETF – Quarterly ^(a)	Innovator U.S. Equity 10 Buffer ETF – Quarterly ^(a)	Innovator Premium Income 9 Buffer ETF – October ^(a)	Innovator Premium Income 15 Buffer ETF – October ^(a)
\$ 30	\$ 68	\$ 7,328	\$ 20,710
<u>30</u>	<u>68</u>	<u>7,328</u>	<u>20,710</u>
3,770	7,115	977	2,841
<u>3,770</u>	<u>7,115</u>	<u>977</u>	<u>2,841</u>
<u>(3,740)</u>	<u>(7,047)</u>	<u>6,351</u>	<u>17,869</u>
(362,619)	(291,479)	(666)	(2,640)
<u>90,218</u>	<u>252,399</u>	<u>(2,583)</u>	<u>(3,651)</u>
<u>(272,401)</u>	<u>(39,080)</u>	<u>(3,249)</u>	<u>(6,291)</u>
<u>\$ (276,141)</u>	<u>\$ (46,127)</u>	<u>\$ 3,102</u>	<u>\$ 11,578</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

Innovator U.S. Equity Buffer ETF - January

	Year Ended October 31, 2023	Year Ended October 31, 2022
Operations:		
Net Investment income/(loss)	\$ (1,284,075)	\$ (1,392,425)
Net realized gain/(loss)	(8,360,945)	13,056,738
Net change in unrealized appreciation/(depreciation).....	24,725,731	(34,120,436)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	15,080,711	(22,456,123)
Capital Share Transactions:		
Proceeds from shares sold.....	127,283,770	264,258,187
Cost of shares redeemed	(136,578,385)	(249,518,483)
Transaction fees (see Note 5).....	38,409	112,606
Net Increase/(Decrease) in Net Assets from Capital Share Transactions.....	(9,256,206)	14,852,310
Total Increase/(Decrease) in Net Assets	\$ 5,824,505	\$ (7,603,813)
Net Assets:		
Beginning of the period	\$ 142,635,822	\$ 150,239,635
End of the period.....	\$ 148,460,327	\$ 142,635,822
Change in Shares Outstanding:		
Shares sold	3,775,000	7,225,000
Shares redeemed.....	(3,950,000)	(7,000,000)
Net Increase/(Decrease).....	(175,000)	225,000

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Buffer ETF - February		Innovator U.S. Equity Buffer ETF - March		Innovator U.S. Equity Buffer ETF - April	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (782,268)	\$ (774,213)	\$ (706,520)	\$ (600,313)	\$ (1,135,327)	\$ (945,432)
1,873,964	7,821,581	1,432,078	8,019,677	1,989,416	15,010,390
9,006,440	(17,367,260)	9,734,259	(12,682,830)	14,617,756	(20,344,728)
<u>10,098,136</u>	<u>(10,319,892)</u>	<u>10,459,817</u>	<u>(5,263,466)</u>	<u>15,471,845</u>	<u>(6,279,770)</u>
93,931,975	135,143,030	74,164,290	96,744,935	170,550,915	166,719,955
(72,996,860)	(142,224,700)	(73,749,233)	(77,037,963)	(150,222,185)	(167,876,110)
35,502	59,259	26,006	27,371	36,941	75,410
<u>20,970,617</u>	<u>(7,022,411)</u>	<u>441,063</u>	<u>19,734,343</u>	<u>20,365,671</u>	<u>(1,080,745)</u>
<u>\$ 31,068,753</u>	<u>\$ (17,342,303)</u>	<u>\$ 10,900,880</u>	<u>\$ 14,470,877</u>	<u>\$ 35,837,516</u>	<u>\$ (7,360,515)</u>
\$ 68,860,236	\$ 86,202,539	\$ 76,635,004	\$ 62,164,127	\$ 115,595,177	\$ 122,955,692
<u>\$ 99,928,989</u>	<u>\$ 68,860,236</u>	<u>\$ 87,535,884</u>	<u>\$ 76,635,004</u>	<u>\$ 151,432,693</u>	<u>\$ 115,595,177</u>
2,975,000	4,275,000	2,200,000	2,900,000	5,225,000	5,225,000
(2,250,000)	(4,675,000)	(2,150,000)	(2,325,000)	(4,575,000)	(5,225,000)
<u>725,000</u>	<u>(400,000)</u>	<u>50,000</u>	<u>575,000</u>	<u>650,000</u>	<u>-</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

Innovator U.S. Equity Buffer ETF - May

	Year Ended October 31, 2023	Year Ended October 31, 2022
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Operations:

Net Investment income/(loss).....	\$ (1,100,065)	\$ (953,058)
Net realized gain/(loss)	2,873,474	3,194,777
Net change in unrealized appreciation/(depreciation)	6,358,957	(10,594,891)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	8,132,366	(8,353,172)

Capital Share Transactions:

Proceeds from shares sold.....	96,013,247	204,029,287
Cost of shares redeemed	(169,099,124)	(102,090,475)
Transaction fees (see Note 5)	34,861	82,306
Net Increase/(Decrease) in Net Assets from Capital Share Transactions	(73,051,016)	102,021,118
Total Increase/(Decrease) in Net Assets.....	\$ (64,918,650)	\$ 93,667,946

Net Assets:

Beginning of the period.....	\$ 175,858,307	\$ 82,190,361
End of the period.....	\$ 110,939,657	\$ 175,858,307

Change in Shares Outstanding:

Shares sold	3,200,000	6,850,000
Shares redeemed.....	(5,625,000)	(3,325,000)
Net Increase/(Decrease)	(2,425,000)	3,525,000

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Buffer ETF - June		Innovator U.S. Equity Buffer ETF - July		Innovator U.S. Equity Buffer ETF - August	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (957,868)	\$ (572,372)	\$ (1,609,994)	\$ (878,306)	\$ (1,075,089)	\$ (814,052)
5,814,503	1,223,060	26,342,746	2,774,257	16,146,420	(4,127,848)
<u>3,770,913</u>	<u>(7,842,938)</u>	<u>(18,369,687)</u>	<u>(2,189,108)</u>	<u>(5,802,099)</u>	<u>(7,326,167)</u>
<u>8,627,548</u>	<u>(7,192,250)</u>	<u>6,363,065</u>	<u>(293,157)</u>	<u>9,269,232</u>	<u>(12,268,067)</u>
319,119,125	110,271,314	296,289,177	230,534,290	262,266,050	202,934,790
(303,292,985)	(108,154,937)	(131,517,565)	(243,100,360)	(192,343,482)	(174,555,855)
<u>102,883</u>	<u>41,315</u>	<u>139,462</u>	<u>134,739</u>	<u>91,677</u>	<u>107,383</u>
<u>15,929,023</u>	<u>2,157,692</u>	<u>164,911,074</u>	<u>(12,431,331)</u>	<u>70,014,245</u>	<u>28,486,318</u>
<u>\$ 24,556,571</u>	<u>\$ (5,034,558)</u>	<u>\$ 171,274,139</u>	<u>\$ (12,724,488)</u>	<u>\$ 79,283,477</u>	<u>\$ 16,218,251</u>
\$ 76,474,236	\$ 81,508,794	\$ 170,341,111	\$ 183,065,599	\$ 102,753,687	\$ 86,535,436
<u>\$ 101,030,807</u>	<u>\$ 76,474,236</u>	<u>\$ 341,615,250</u>	<u>\$ 170,341,111</u>	<u>\$ 182,037,164</u>	<u>\$ 102,753,687</u>
9,975,000	3,475,000	8,500,000	7,675,000	7,875,000	6,475,000
(9,350,000)	(3,375,000)	(3,950,000)	(7,750,000)	(5,700,000)	(5,700,000)
<u>625,000</u>	<u>100,000</u>	<u>4,550,000</u>	<u>(75,000)</u>	<u>2,175,000</u>	<u>775,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

Innovator U.S. Equity Buffer ETF - September

	Year Ended October 31, 2023	Year Ended October 31, 2022
Operations:		
Net Investment income/(loss).....	\$ (1,305,348)	\$ (1,134,048)
Net realized gain/(loss)	21,146,328	(4,631,759)
Net change in unrealized appreciation/(depreciation)	(5,823,819)	(5,490,910)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	<u>14,017,161</u>	<u>(11,256,717)</u>
Capital Share Transactions:		
Proceeds from shares sold.....	129,468,422	163,473,610
Cost of shares redeemed	(131,462,895)	(143,014,130)
Transaction fees (see Note 5)	37,444	96,491
Net Increase/(Decrease) in Net Assets from Capital Share Transactions	<u>(1,957,029)</u>	<u>20,555,971</u>
Total Increase/(Decrease) in Net Assets.....	<u>\$ 12,060,132</u>	<u>\$ 9,299,254</u>
Net Assets:		
Beginning of the period.....	\$ 166,048,530	\$ 156,749,276
End of the period.....	<u>\$ 178,108,662</u>	<u>\$ 166,048,530</u>
Change in Shares Outstanding:		
Shares sold	3,800,000	5,325,000
Shares redeemed.....	(3,900,000)	(4,650,000)
Net Increase/(Decrease)	<u>(100,000)</u>	<u>675,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Buffer ETF - October		Innovator U.S. Equity Buffer ETF - November		Innovator U.S. Equity Buffer ETF - December	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (1,434,814)	\$ (855,125)	\$ (914,440)	\$ (581,542)	\$ (807,279)	\$ (675,337)
32,757,483	(7,332,877)	13,481,455	(5,982,250)	1,991,153	(23,982,674)
<u>(12,481,798)</u>	<u>6,119,513</u>	<u>(3,396)</u>	<u>(6,493)</u>	<u>6,922,579</u>	<u>17,117,793</u>
<u>18,840,871</u>	<u>(2,068,489)</u>	<u>12,563,619</u>	<u>(6,570,285)</u>	<u>8,106,453</u>	<u>(7,540,218)</u>
163,680,488	235,324,437	100,042,130	106,444,640	113,316,305	97,437,537
(237,622,715)	(118,936,245)	(90,434,823)	(68,807,962)	(129,265,390)	(44,121,098)
29,508	107,477	42,710	45,349	50,366	71,769
<u>(73,912,719)</u>	<u>116,495,669</u>	<u>9,650,017</u>	<u>37,682,027</u>	<u>(15,898,719)</u>	<u>53,388,208</u>
<u>\$ (55,071,848)</u>	<u>\$ 114,427,180</u>	<u>\$ 22,213,636</u>	<u>\$ 31,111,742</u>	<u>\$ (7,792,266)</u>	<u>\$ 45,847,990</u>
\$ 226,301,881	\$ 111,874,701	\$ 61,710,427	\$ 30,598,685	\$ 103,722,015	\$ 57,874,025
<u>\$ 171,230,033</u>	<u>\$ 226,301,881</u>	<u>\$ 83,924,063</u>	<u>\$ 61,710,427</u>	<u>\$ 95,929,749</u>	<u>\$ 103,722,015</u>
4,550,000	7,700,000	3,325,000	3,400,000	3,475,000	2,950,000
(6,850,000)	(3,800,000)	(2,775,000)	(2,275,000)	(3,950,000)	(1,375,000)
<u>(2,300,000)</u>	<u>3,900,000</u>	<u>550,000</u>	<u>1,125,000</u>	<u>(475,000)</u>	<u>1,575,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

Innovator U.S. Equity Power Buffer ETF - January

	Year Ended October 31, 2023	Year Ended October 31, 2022
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Operations:

Net Investment income/(loss).....	\$ (4,696,304)	\$ (3,796,381)
Net realized gain/(loss)	(202,936)	15,210,957
Net change in unrealized appreciation/(depreciation)	63,870,797	(44,822,152)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	58,971,557	(33,407,576)

Capital Share Transactions:

Proceeds from shares sold.....	498,598,470	712,865,811
Cost of shares redeemed	(437,078,503)	(525,540,307)
Transaction fees (see Note 5).....	179,283	315,853
Net Increase/(Decrease) in Net Assets from Capital Share Transactions	61,699,250	187,641,357
Total Increase/(Decrease) in Net Assets.....	\$ 120,670,807	\$ 154,233,781

Net Assets:

Beginning of the period.....	\$ 448,794,509	\$ 294,560,728
End of the period.....	\$ 569,465,316	\$ 448,794,509

Change in Shares Outstanding:

Shares sold	15,575,000	21,850,000
Shares redeemed.....	(13,350,000)	(16,350,000)
Net Increase/(Decrease)	2,225,000	5,500,000

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - February		Innovator U.S. Equity Power Buffer ETF - March		Innovator U.S. Equity Power Buffer ETF - April	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (3,643,969)	\$ (1,885,754)	\$ (2,801,854)	\$ (1,510,280)	\$ (3,906,687)	\$ (2,101,003)
15,820,131	14,300,856	7,234,131	12,019,910	9,735,826	19,162,390
<u>22,836,992</u>	<u>(26,967,492)</u>	<u>28,934,732</u>	<u>(18,335,339)</u>	<u>32,251,088</u>	<u>(30,248,501)</u>
<u>35,013,154</u>	<u>(14,552,390)</u>	<u>33,367,009</u>	<u>(7,825,709)</u>	<u>38,080,227</u>	<u>(13,187,114)</u>
524,558,752	346,725,900	489,466,240	287,366,113	733,077,275	388,545,420
(356,410,367)	(263,323,423)	(371,858,568)	(171,226,173)	(500,144,450)	(309,481,353)
<u>224,510</u>	<u>158,673</u>	<u>157,244</u>	<u>106,314</u>	<u>257,053</u>	<u>153,742</u>
<u>168,372,895</u>	<u>83,561,150</u>	<u>117,764,916</u>	<u>116,246,254</u>	<u>233,189,878</u>	<u>79,217,809</u>
<u>\$ 203,386,049</u>	<u>\$ 69,008,760</u>	<u>\$ 151,131,925</u>	<u>\$ 108,420,545</u>	<u>\$ 271,270,105</u>	<u>\$ 66,030,695</u>
\$ 239,415,504	\$ 170,406,744	\$ 226,295,188	\$ 117,874,643	\$ 308,533,940	\$ 242,503,245
<u>\$ 442,801,553</u>	<u>\$ 239,415,504</u>	<u>\$ 377,427,113</u>	<u>\$ 226,295,188</u>	<u>\$ 579,804,045</u>	<u>\$ 308,533,940</u>
18,050,000	11,950,000	15,600,000	9,175,000	24,950,000	13,500,000
<u>(11,900,000)</u>	<u>(9,225,000)</u>	<u>(11,675,000)</u>	<u>(5,500,000)</u>	<u>(16,875,000)</u>	<u>(10,750,000)</u>
<u>6,150,000</u>	<u>2,725,000</u>	<u>3,925,000</u>	<u>3,675,000</u>	<u>8,075,000</u>	<u>2,750,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

	Innovator U.S. Equity Power Buffer ETF - May	
	Year Ended October 31, 2023	Year Ended October 31, 2022
Operations:		
Net Investment income/(loss).....	\$ (3,638,316)	\$ (2,391,922)
Net realized gain/(loss)	4,920,923	6,944,927
Net change in unrealized appreciation/(depreciation)	17,019,668	(20,808,950)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	18,302,275	(16,255,945)
Capital Share Transactions:		
Proceeds from shares sold.....	583,967,935	500,467,810
Cost of shares redeemed	(536,440,747)	(330,230,175)
Transaction fees (see Note 5)	266,042	205,825
Net Increase/(Decrease) in Net Assets from Capital Share Transactions ..	47,793,230	170,443,460
Total Increase/(Decrease) in Net Assets.....	\$ 66,095,505	\$ 154,187,515
Net Assets:		
Beginning of the period.....	\$ 392,967,163	\$ 238,779,648
End of the period	\$ 459,062,668	\$ 392,967,163
Change in Shares Outstanding:		
Shares sold	20,375,000	17,475,000
Shares redeemed	(18,675,000)	(11,350,000)
Net Increase/(Decrease)	1,700,000	6,125,000

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - June		Innovator U.S. Equity Power Buffer ETF - July		Innovator U.S. Equity Power Buffer ETF - August	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (3,513,582)	\$ (1,761,840)	\$ (4,907,187)	\$ (2,106,388)	\$ (4,714,134)	\$ (1,824,122)
10,415,737	3,543,572	73,127,718	4,290,213	60,085,142	(84,441)
11,807,363	(13,409,199)	(34,421,386)	850,402	(26,071,417)	(15,632,726)
<u>18,709,518</u>	<u>(11,627,467)</u>	<u>33,799,145</u>	<u>3,034,227</u>	<u>29,299,591</u>	<u>(17,541,289)</u>
417,323,715	428,015,688	988,712,938	552,054,235	1,071,320,288	490,066,589
(259,167,067)	(225,145,245)	(527,322,722)	(270,255,030)	(650,463,435)	(222,920,795)
<u>166,518</u>	<u>156,573</u>	<u>356,183</u>	<u>239,304</u>	<u>352,859</u>	<u>175,874</u>
<u>158,323,166</u>	<u>203,027,016</u>	<u>461,746,399</u>	<u>282,038,509</u>	<u>421,209,712</u>	<u>267,321,668</u>
<u>\$ 177,032,684</u>	<u>\$ 191,399,549</u>	<u>\$ 495,545,544</u>	<u>\$ 285,072,736</u>	<u>\$ 450,509,303</u>	<u>\$ 249,780,379</u>
\$ 344,365,286	\$ 152,965,737	\$ 503,828,174	\$ 218,755,438	\$ 435,771,794	\$ 185,991,415
<u>\$ 521,397,970</u>	<u>\$ 344,365,286</u>	<u>\$ 999,373,718</u>	<u>\$ 503,828,174</u>	<u>\$ 886,281,097</u>	<u>\$ 435,771,794</u>
13,575,000	14,200,000	29,225,000	18,800,000	34,125,000	16,900,000
(8,375,000)	(7,400,000)	(16,075,000)	(9,150,000)	(20,700,000)	(7,650,000)
<u>5,200,000</u>	<u>6,800,000</u>	<u>13,150,000</u>	<u>9,650,000</u>	<u>13,425,000</u>	<u>9,250,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

	Innovator U.S. Equity Power Buffer ETF - September	
	Year Ended October 31, 2023	Year Ended October 31, 2022
Operations:		
Net Investment income/(loss).....	\$ (4,723,488)	\$ (2,337,158)
Net realized gain/(loss)	86,098,794	254,036
Net change in unrealized appreciation/(depreciation)	(19,439,458)	(9,218,889)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	61,935,848	(11,302,011)
Capital Share Transactions:		
Proceeds from shares sold.....	848,288,787	502,832,858
Cost of shares redeemed	(766,332,245)	(248,135,755)
Transaction fees (see Note 5)	206,744	275,109
Net Increase/(Decrease) in Net Assets from Capital Share Transactions ..	82,163,286	254,972,212
Total Increase/(Decrease) in Net Assets.....	\$ 144,099,134	\$ 243,670,201
Net Assets:		
Beginning of the period.....	\$ 547,143,129	\$ 303,472,928
End of the period	\$ 691,242,263	\$ 547,143,129
Change in Shares Outstanding:		
Shares sold	26,475,000	17,200,000
Shares redeemed	(23,700,000)	(8,525,000)
Net Increase/(Decrease)	2,775,000	8,675,000

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Power Buffer ETF - October		Innovator U.S. Equity Power Buffer ETF - November		Innovator U.S. Equity Power Buffer ETF - December	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (4,205,011)	\$ (1,880,912)	\$ (5,777,422)	\$ (1,529,342)	\$ (4,811,464)	\$ (1,646,227)
97,089,031	(3,616,433)	66,604,930	(3,521,983)	17,702,855	(46,947,377)
(26,358,515)	15,460,475	(56,574)	(51,911)	23,313,113	40,595,743
<u>66,525,505</u>	<u>9,963,130</u>	<u>60,770,934</u>	<u>(5,103,236)</u>	<u>36,204,504</u>	<u>(7,997,861)</u>
595,582,417	678,118,137	1,112,516,447	417,456,003	665,060,360	150,588,793
(586,065,137)	(248,418,882)	(867,577,250)	(174,482,237)	(346,315,393)	(43,274,947)
<u>222,960</u>	<u>292,559</u>	<u>282,860</u>	<u>175,984</u>	<u>332,737</u>	<u>92,161</u>
<u>9,740,240</u>	<u>429,991,814</u>	<u>245,222,057</u>	<u>243,149,750</u>	<u>319,077,704</u>	<u>107,406,007</u>
<u>\$ 76,265,745</u>	<u>\$ 439,954,944</u>	<u>\$ 305,992,991</u>	<u>\$ 238,046,514</u>	<u>\$ 355,282,208</u>	<u>\$ 99,408,146</u>
\$ 649,487,968	\$ 209,533,024	\$ 317,389,154	\$ 79,342,640	\$ 207,928,631	\$ 108,520,485
<u>\$ 725,753,713</u>	<u>\$ 649,487,968</u>	<u>\$ 623,382,145</u>	<u>\$ 317,389,154</u>	<u>\$ 563,210,839</u>	<u>\$ 207,928,631</u>
17,725,000	23,450,000	35,675,000	13,850,000	21,725,000	4,875,000
(17,975,000)	(8,575,000)	(26,925,000)	(5,875,000)	(10,850,000)	(1,450,000)
<u>(250,000)</u>	<u>14,875,000</u>	<u>8,750,000</u>	<u>7,975,000</u>	<u>10,875,000</u>	<u>3,425,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

	Innovator U.S. Equity Ultra Buffer ETF - January	
	Year Ended October 31, 2023	Year Ended October 31, 2022
Operations:		
Net Investment income/(loss).....	\$ (1,296,694)	\$ (1,849,216)
Net realized gain/(loss)	16,884	4,720,887
Net change in unrealized appreciation/(depreciation)	16,701,245	(14,697,908)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	15,421,435	(11,826,237)
Capital Share Transactions:		
Proceeds from shares sold.....	151,614,790	431,531,228
Cost of shares redeemed	(334,857,225)	(222,552,470)
Transaction fees (see Note 5)	47,304	211,171
Net Increase/(Decrease) in Net Assets from Capital Share Transactions ..	(183,195,131)	209,189,929
Total Increase/(Decrease) in Net Assets.....	\$(167,773,696)	\$ 197,363,692
Net Assets:		
Beginning of the period.....	\$ 283,637,879	\$ 86,274,187
End of the period	\$ 115,864,183	\$ 283,637,879
Change in Shares Outstanding:		
Shares sold	5,100,000	14,200,000
Shares redeemed	(11,100,000)	(7,350,000)
Net Increase/(Decrease)	(6,000,000)	6,850,000

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - February		Innovator U.S. Equity Ultra Buffer ETF - March		Innovator U.S. Equity Ultra Buffer ETF - April	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (561,118)	\$ (325,297)	\$ (569,027)	\$ (335,106)	\$ (1,098,526)	\$ (572,102)
(90,548)	2,540,234	(738,413)	3,530,144	4,060,174	1,863,012
4,298,856	(4,931,123)	4,409,711	(5,337,545)	2,548,462	(3,499,086)
<u>3,647,190</u>	<u>(2,716,186)</u>	<u>3,102,271</u>	<u>(2,142,507)</u>	<u>5,510,110</u>	<u>(2,208,176)</u>
83,759,869	62,813,015	178,510,980	80,205,350	284,210,560	146,114,520
(91,340,087)	(33,169,010)	(206,099,725)	(41,937,333)	(317,150,238)	(78,334,945)
33,559	21,232	47,610	29,319	77,121	71,856
<u>(7,546,659)</u>	<u>29,665,237</u>	<u>(27,541,135)</u>	<u>38,297,336</u>	<u>(32,862,557)</u>	<u>67,851,431</u>
<u>\$ (3,899,469)</u>	<u>\$ 26,949,051</u>	<u>\$ (24,438,864)</u>	<u>\$ 36,154,829</u>	<u>\$ (27,352,447)</u>	<u>\$ 65,643,255</u>
\$ 53,357,562	\$ 26,408,511	\$ 69,405,966	\$ 33,251,137	\$ 122,885,560	\$ 57,242,305
<u>\$ 49,458,093</u>	<u>\$ 53,357,562</u>	<u>\$ 44,967,102</u>	<u>\$ 69,405,966</u>	<u>\$ 95,533,113</u>	<u>\$ 122,885,560</u>
3,175,000	2,275,000	6,300,000	2,750,000	11,400,000	5,800,000
<u>(3,375,000)</u>	<u>(1,200,000)</u>	<u>(7,225,000)</u>	<u>(1,425,000)</u>	<u>(12,600,000)</u>	<u>(3,050,000)</u>
<u><u>(200,000)</u></u>	<u><u>1,075,000</u></u>	<u><u>(925,000)</u></u>	<u><u>1,325,000</u></u>	<u><u>(1,200,000)</u></u>	<u><u>2,750,000</u></u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

	Innovator U.S. Equity Ultra Buffer ETF - May	
	Year Ended October 31, 2023	Year Ended October 31, 2022
Operations:		
Net Investment income/(loss).....	\$ (674,151)	\$ (493,234)
Net realized gain/(loss)	4,644,961	(88,676)
Net change in unrealized appreciation/(depreciation)	140,810	(1,124,082)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	<u>4,111,620</u>	<u>(1,705,992)</u>
Capital Share Transactions:		
Proceeds from shares sold.....	94,363,725	121,467,737
Cost of shares redeemed	(136,405,330)	(61,062,960)
Transaction fees (see Note 5)	43,587	60,756
Net Increase/(Decrease) in Net Assets from Capital Share Transactions ...	<u>(41,998,018)</u>	<u>60,465,533</u>
Total Increase/(Decrease) in Net Assets.....	<u>\$ (37,886,398)</u>	<u>\$ 58,759,541</u>
Net Assets:		
Beginning of the period.....	\$ 99,393,584	\$ 40,634,043
End of the period	<u>\$ 61,507,186</u>	<u>\$ 99,393,584</u>
Change in Shares Outstanding:		
Shares sold	3,550,000	4,550,000
Shares redeemed	<u>(5,075,000)</u>	<u>(2,200,000)</u>
Net Increase/(Decrease)	<u>(1,525,000)</u>	<u>2,350,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - June		Innovator U.S. Equity Ultra Buffer ETF - July		Innovator U.S. Equity Ultra Buffer ETF - August	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (676,027)	\$ (425,885)	\$ (714,624)	\$ (395,628)	\$ (957,627)	\$ (327,182)
4,731,034	498,253	8,229,827	(1,277,626)	12,107,936	(1,402,620)
519,503	(783,495)	(6,333,218)	77,274	(8,227,601)	(1,622,835)
<u>4,574,510</u>	<u>(711,127)</u>	<u>1,181,985</u>	<u>(1,595,980)</u>	<u>2,922,708</u>	<u>(3,352,637)</u>
76,443,600	119,789,758	139,395,697	89,725,618	412,903,672	111,274,400
(121,810,847)	(25,425,937)	(52,670,440)	(67,210,810)	(154,422,560)	(72,056,085)
44,435	52,913	67,035	41,955	180,017	59,049
<u>(45,322,812)</u>	<u>94,416,734</u>	<u>86,792,292</u>	<u>22,556,763</u>	<u>258,661,129</u>	<u>39,277,364</u>
<u>\$ (40,748,302)</u>	<u>\$ 93,705,607</u>	<u>\$ 87,974,277</u>	<u>\$ 20,960,783</u>	<u>\$ 261,583,837</u>	<u>\$ 35,924,727</u>
\$ 114,860,138	\$ 21,154,531	\$ 73,649,644	\$ 52,688,861	\$ 82,307,526	\$ 46,382,799
<u>\$ 74,111,836</u>	<u>\$ 114,860,138</u>	<u>\$ 161,623,921</u>	<u>\$ 73,649,644</u>	<u>\$ 343,891,363</u>	<u>\$ 82,307,526</u>
2,775,000	4,475,000	4,850,000	3,525,000	14,425,000	4,175,000
(4,400,000)	(925,000)	(1,925,000)	(2,575,000)	(5,425,000)	(2,625,000)
<u>(1,625,000)</u>	<u>3,550,000</u>	<u>2,925,000</u>	<u>950,000</u>	<u>9,000,000</u>	<u>1,550,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

	Innovator U.S. Equity Ultra Buffer ETF - September	
	Year Ended October 31, 2023	Year Ended October 31, 2022
Operations:		
Net Investment income/(loss).....	\$ (843,844)	\$ (538,038)
Net realized gain/(loss)	15,585,594	(2,897,791)
Net change in unrealized appreciation/(depreciation)	(4,544,846)	757,056
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	10,196,904	(2,678,773)
Capital Share Transactions:		
Proceeds from shares sold.....	103,096,440	154,017,692
Cost of shares redeemed	(182,756,658)	(59,931,218)
Transaction fees (see Note 5)	33,775	75,835
Net Increase/(Decrease) in Net Assets from Capital Share Transactions ...	(79,626,443)	94,162,309
Total Increase/(Decrease) in Net Assets.....	\$ (69,429,539)	\$ 91,483,536
Net Assets:		
Beginning of the period.....	\$ 158,986,013	\$ 67,502,477
End of the period	\$ 89,556,474	\$ 158,986,013
Change in Shares Outstanding:		
Shares sold	3,525,000	5,900,000
Shares redeemed	(6,475,000)	(2,225,000)
Net Increase/(Decrease)	(2,950,000)	3,675,000

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator U.S. Equity Ultra Buffer ETF - October		Innovator U.S. Equity Ultra Buffer ETF - November		Innovator U.S. Equity Ultra Buffer ETF - December	
Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022	Year Ended October 31, 2023	Year Ended October 31, 2022
\$ (755,372)	\$ (574,255)	\$ (400,221)	\$ (329,373)	\$ (673,474)	\$ (344,192)
15,400,133	(2,697,559)	5,528,544	(2,208,402)	2,775,109	(2,071,436)
(3,736,511)	1,775,544	5,694	(9,302)	2,530,124	(506,813)
<u>10,908,250</u>	<u>(1,496,270)</u>	<u>5,134,017</u>	<u>(2,547,077)</u>	<u>4,631,759</u>	<u>(2,922,441)</u>
70,835,078	152,701,155	23,303,373	80,750,695	124,998,823	30,094,508
(91,694,255)	(100,855,685)	(51,171,567)	(36,086,448)	(106,342,178)	(12,938,490)
25,328	53,330	15,815	26,502	58,046	18,723
<u>(20,833,849)</u>	<u>51,898,800</u>	<u>(27,852,379)</u>	<u>44,690,749</u>	<u>18,714,691</u>	<u>17,174,741</u>
<u>\$ (9,925,599)</u>	<u>\$ 50,402,530</u>	<u>\$ (22,718,362)</u>	<u>\$ 42,143,672</u>	<u>\$ 23,346,450</u>	<u>\$ 14,252,300</u>
\$ 113,221,009	\$ 62,818,479	\$ 53,125,922	\$ 10,982,250	\$ 46,311,342	\$ 32,059,042
<u>\$ 103,295,410</u>	<u>\$ 113,221,009</u>	<u>\$ 30,407,560</u>	<u>\$ 53,125,922</u>	<u>\$ 69,657,792</u>	<u>\$ 46,311,342</u>
2,350,000	5,775,000	850,000	2,850,000	4,475,000	1,025,000
(3,125,000)	(3,800,000)	(1,750,000)	(1,300,000)	(3,700,000)	(450,000)
<u>(775,000)</u>	<u>1,975,000</u>	<u>(900,000)</u>	<u>1,550,000</u>	<u>775,000</u>	<u>575,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

	Innovator Premium Income 10 Barrier ETF - April	Innovator Premium Income 20 Barrier ETF - April
	Period Ended October 31, 2023 ^(a)	Period Ended October 31, 2023 ^(a)
Operations:		
Net Investment income/(loss).....	\$ 200,177	\$ 587,432
Net realized gain/(loss)	564,526	1,402,776
Net change in unrealized appreciation/(depreciation)	(373,244)	(751,040)
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	<u>391,459</u>	<u>1,239,168</u>
Distributions to Shareholders:		
Distributions to shareholders	413,273	1,080,306
Distributions from return of capital	56,909	-
Distribution to shareholders.....	<u>470,182</u>	<u>1,080,306</u>
Capital Share Transactions:		
Proceeds from shares sold.....	10,547,182	33,265,223
Cost of shares redeemed	(2,465,720)	(6,879,773)
Transaction fees (see Note 5)	5,227	18,911
Net Increase/(Decrease) in Net Assets from Capital Share Transactions	<u>8,086,689</u>	<u>26,404,361</u>
Total Increase/(Decrease) in Net Assets.....	<u>\$ 8,007,966</u>	<u>\$26,563,223</u>
Net Assets:		
Beginning of the period.....	\$ -	\$ -
End of the period.....	<u>\$ 8,007,966</u>	<u>\$26,563,223</u>
Change in Shares Outstanding:		
Shares sold	425,000	1,350,000
Shares redeemed.....	(100,000)	(275,000)
Net Increase/(Decrease)	<u>325,000</u>	<u>1,075,000</u>

(a) Since Commencement of Operations on March 31, 2023.

(b) Since Commencement of Operations on June 30, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator Premium Income 30 Barrier ETF - April <u>Period Ended October 31, 2023^(a)</u>	Innovator Premium Income 40 Barrier ETF - April <u>Period Ended October 31, 2023^(a)</u>	Innovator Premium Income 10 Barrier ETF - July <u>Period Ended October 31, 2023^(b)</u>	Innovator Premium Income 20 Barrier ETF - July <u>Period Ended October 31, 2023^(b)</u>	Innovator Premium Income 30 Barrier ETF - July <u>Period Ended October 31, 2023^(b)</u>	Innovator Premium Income 40 Barrier ETF - July <u>Period Ended October 31, 2023^(b)</u>
\$ 1,047,609	\$ 778,051	\$ 56,707	\$ 305,873	\$ 353,370	\$ 109,414
1,609,482	1,642,320	-	106,570	211,538	-
(946,173)	(1,330,499)	(72,957)	(292,130)	(242,195)	9,390
<u>1,710,918</u>	<u>1,089,872</u>	<u>(16,250)</u>	<u>120,313</u>	<u>322,713</u>	<u>118,804</u>
1,667,118	1,019,234	56,707	305,873	353,370	114,933
-	-	34,284	164,147	65,989	-
<u>1,667,118</u>	<u>1,019,234</u>	<u>90,991</u>	<u>470,020</u>	<u>419,359</u>	<u>114,933</u>
55,458,505	43,592,020	4,954,963	26,733,505	32,302,587	8,056,353
(6,790,045)	(10,455,635)	-	(1,228,730)	(3,745,855)	-
41,615	45,152	2,973	16,761	27,350	8,056
<u>48,710,075</u>	<u>33,181,537</u>	<u>4,957,936</u>	<u>25,521,536</u>	<u>28,584,082</u>	<u>8,064,409</u>
<u>\$ 48,753,875</u>	<u>\$ 33,252,175</u>	<u>\$ 4,850,695</u>	<u>\$ 25,171,829</u>	<u>\$ 28,487,436</u>	<u>\$ 8,068,280</u>
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>\$ 48,753,875</u>	<u>\$ 33,252,175</u>	<u>\$ 4,850,695</u>	<u>\$ 25,171,829</u>	<u>\$ 28,487,436</u>	<u>\$ 8,068,280</u>
2,250,000	1,775,000	200,000	1,075,000	1,300,000	325,000
(275,000)	(425,000)	-	(50,000)	(150,000)	-
<u>1,975,000</u>	<u>1,350,000</u>	<u>200,000</u>	<u>1,025,000</u>	<u>1,150,000</u>	<u>325,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Statements of Changes in Net Assets

	<u>Innovator Premium Income 10 Barrier ETF - October Period Ended October 31, 2023 ^(a)</u>	<u>Innovator Premium Income 20 Barrier ETF - October Period Ended October 31, 2023 ^(a)</u>
Operations:		
Net Investment income/(loss).....	\$ 8,482	\$ 30,715
Net change in unrealized appreciation/(depreciation)	<u>(15,879)</u>	<u>(31,054)</u>
Net Increase/(Decrease) in Net Assets Resulting from Operations.....	<u>(7,397)</u>	<u>(339)</u>
Distributions to Shareholders:		
Distributions to shareholders.....	-	-
Distributions from return of capital	<u>-</u>	<u>-</u>
Distribution to shareholders.....	<u>-</u>	<u>-</u>
Capital Share Transactions:		
Proceeds from shares sold.....	2,978,255	10,717,485
Transaction fees (see Note 5).....	<u>2,360</u>	<u>6,430</u>
Net Increase/(Decrease) in Net Assets from Capital Share Transactions	<u>2,980,615</u>	<u>10,723,915</u>
Total Increase/(Decrease) in Net Assets.....	<u>\$ 2,973,218</u>	<u>\$ 10,723,576</u>
Net Assets:		
Beginning of the period.....	\$ -	\$ -
End of the period.....	<u>\$ 2,973,218</u>	<u>\$ 10,723,576</u>
Change in Shares Outstanding:		
Shares sold	125,000	450,000
Shares redeemed.....	<u>-</u>	<u>-</u>
Net Increase/(Decrease)	<u>125,000</u>	<u>450,000</u>

^(a) Since Commencement of Operations on September 29, 2023.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Innovator Premium Income 30 Barrier ETF - October	Innovator Premium Income 40 Barrier ETF - October	Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly	Innovator U.S. Equity 10 Buffer ETF - Quarterly	Innovator Premium Income 9 Buffer ETF - October	Innovator Premium Income 15 Buffer ETF - October
Period Ended October 31, 2023 ^(a)	Period Ended October 31, 2023 ^(a)	Period Ended October 31, 2023 ^(a)	Period Ended October 31, 2023 ^(a)	Period Ended October 31, 2023 ^(a)	Period Ended October 31, 2023 ^(a)
\$ 36,958	\$ 22,204	\$ (3,740)	\$ (7,047)	\$ 6,351	\$ 17,869
(28,146)	(4,560)	(272,401)	(39,080)	(3,249)	(6,291)
<u>8,812</u>	<u>17,644</u>	<u>(276,141)</u>	<u>(46,127)</u>	<u>3,102</u>	<u>11,578</u>
-	-	-	-	6,351	17,869
-	-	-	-	8,763	18,403
-	-	-	-	<u>15,114</u>	<u>36,272</u>
13,700,488	6,537,468	12,884,708	24,930,057	2,373,913	7,123,752
10,960	6,537	6,122	12,145	1,187	3,562
<u>13,711,448</u>	<u>6,544,005</u>	<u>12,890,830</u>	<u>24,942,202</u>	<u>2,375,100</u>	<u>7,127,314</u>
<u>\$ 13,720,260</u>	<u>\$ 6,561,649</u>	<u>\$ 12,614,689</u>	<u>\$ 24,896,075</u>	<u>\$ 2,363,088</u>	<u>\$ 7,102,620</u>
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<u>\$ 13,720,260</u>	<u>\$ 6,561,649</u>	<u>\$ 12,614,689</u>	<u>\$ 24,896,075</u>	<u>\$ 2,363,088</u>	<u>\$ 7,102,620</u>
575,000	275,000	500,000	975,000	100,000	300,000
-	-	-	-	-	-
<u>575,000</u>	<u>275,000</u>	<u>500,000</u>	<u>975,000</u>	<u>100,000</u>	<u>300,000</u>

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:	Distributions Paid to Shareholders: Paid from realized gains
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)	
Innovator U.S. Equity Buffer						
ETF - January						
For the year ended 10/31/2023	\$ 33.17	(0.28)	3.09	2.81	0.01	-
For the year ended 10/31/2022	\$ 36.87	(0.27)	(3.45)	(3.72)	0.02	-
For the year ended 10/31/2021	\$ 29.77	(0.27)	7.35	7.08	0.02	-
For the year ended 10/31/2020	\$ 29.69	(0.23)	1.63 ^(d)	1.40	0.04	(1.36)
For the period 12/31/2018 ^(e) - 10/31/2019	\$ 25.08	(0.19)	4.75	4.56	0.05	-
Innovator U.S. Equity Buffer						
ETF - February						
For the year ended 10/31/2023	\$ 29.62	(0.25)	3.38	3.13	0.01	-
For the year ended 10/31/2022	\$ 31.63	(0.24)	(1.79)	(2.03)	0.02	-
For the year ended 10/31/2021	\$ 25.09	(0.23)	6.75	6.52	0.02	-
For the period 1/31/2020 ^(e) - 10/31/2020	\$ 24.52	(0.14)	0.69	0.55	0.02	-
Innovator U.S. Equity Buffer						
ETF - March						
For the year ended 10/31/2023	\$ 31.93	(0.27)	4.06	3.79	0.01	-
For the year ended 10/31/2022	\$ 34.06	(0.26)	(1.88)	(2.14)	0.01	-
For the year ended 10/31/2021	\$ 27.92	(0.25)	6.37	6.12	0.02	-
For the period 2/28/2020 ^(e) - 10/31/2020	\$ 26.01	(0.14)	2.03	1.89	0.02	-
Innovator U.S. Equity Buffer						
ETF - April						
For the year ended 10/31/2023	\$ 30.83	(0.26)	3.84	3.58	0.01	-
For the year ended 10/31/2022	\$ 32.79	(0.25)	(1.73)	(1.98)	0.02	-
For the year ended 10/31/2021	\$ 28.41	(0.25)	4.61	4.36	0.02	-
For the year ended 10/31/2020	\$ 26.64	(0.22)	1.95	1.73	0.04	-
For the period 3/29/2019 ^(e) - 10/31/2019	\$ 24.95	(0.12)	1.79	1.67	0.02	-

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of Operations due to share transactions for the period.

^(e) Commencement of operations.

^(f) Includes broker interest expense of 0.01%.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return (c)	Net assets, end of period (000)	Ratio to Average Net Assets of: (a)		Portfolio turnover rate (c)
				Expenses	Net investment income/(loss)	
2.82	\$ 35.99	8.50%	\$ 148,460	0.79%	(0.78)%	0%
(3.70)	\$ 33.17	(10.03)%	\$ 142,636	0.79%	(0.79)%	0%
7.10	\$ 36.87	23.85%	\$ 150,240	0.79%	(0.79)%	0%
0.08	\$ 29.77	4.99%	\$ 125,767	0.79%	(0.79)%	0%
4.61	\$ 29.69	18.38%	\$ 22,267	0.80%(f)	(0.80)%	0%
3.14	\$ 32.76	10.62%	\$ 99,929	0.79%	(0.78)%	0%
(2.01)	\$ 29.62	(6.37)%	\$ 68,860	0.79%	(0.79)%	0%
6.54	\$ 31.63	26.08%	\$ 86,203	0.79%	(0.79)%	0%
0.57	\$ 25.09	2.32%	\$ 37,008	0.79%	(0.79)%	0%
3.80	\$ 35.73	11.89%	\$ 87,536	0.79%	(0.78)%	0%
(2.13)	\$ 31.93	(6.26)%	\$ 76,635	0.79%	(0.79)%	0%
6.14	\$ 34.06	21.98%	\$ 62,164	0.79%	(0.79)%	0%
1.91	\$ 27.92	7.36%	\$ 23,735	0.79%	(0.79)%	0%
3.59	\$ 34.42	11.65%	\$ 151,433	0.79%	(0.78)%	0%
(1.96)	\$ 30.83	(5.99)%	\$ 115,595	0.79%	(0.79)%	0%
4.38	\$ 32.79	15.40%	\$ 122,956	0.79%	(0.79)%	0%
1.77	\$ 28.41	6.65%	\$ 69,609	0.79%	(0.79)%	0%
1.69	\$ 26.64	6.78%	\$ 41,295	0.79%	(0.79)%	121%

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)
Innovator U.S. Equity Buffer ETF - May					
For the year ended 10/31/2023	\$ 29.07	(0.24)	1.76	1.52	0.01
For the year ended 10/31/2022	\$ 32.55	(0.24)	(3.26)	(3.50)	0.02
For the year ended 10/31/2021	\$ 27.92	(0.25)	4.86	4.61	0.02
For the period 4/30/2020 ^(d) - 10/31/2020	\$ 25.63	(0.11)	2.39	2.28	0.01
Innovator U.S. Equity Buffer ETF - June					
For the year ended 10/31/2023	\$ 30.59	(0.25)	1.96	1.71	0.03
For the year ended 10/31/2022	\$ 33.96	(0.25)	(3.14)	(3.39)	0.02
For the year ended 10/31/2021	\$ 29.25	(0.26)	4.95	4.69	0.02
For the year ended 10/31/2020	\$ 27.38	(0.22)	2.03	1.81	0.06
For the period 5/31/2019 ^(d) - 10/31/2019	\$ 25.33	(0.09)	2.11	2.02	0.03
Innovator U.S. Equity Buffer ETF - July					
For the year ended 10/31/2023	\$ 30.83	(0.26)	3.32	3.06	0.02
For the year ended 10/31/2022	\$ 32.69	(0.25)	(1.65) ^(h)	(1.90)	0.04
For the year ended 10/31/2021	\$ 27.94	(0.25)	4.97	4.72	0.03
For the year ended 10/31/2020	\$ 26.55	(0.21)	1.56	1.35	0.04
For the year ended 10/31/2019	\$ 24.61	(0.21)	2.09	1.88	0.06
Innovator U.S. Equity Buffer ETF - August					
For the year ended 10/31/2023	\$ 30.00	(0.25)	2.74	2.49	0.02
For the year ended 10/31/2022	\$ 32.65	(0.25)	(2.43)	(2.68)	0.03
For the year ended 10/31/2021	\$ 27.49	(0.24)	5.38	5.14	0.02
For the year ended 10/31/2020	\$ 25.53	(0.21)	2.15	1.94	0.02
For the period 7/31/2019 ^(d) - 10/31/2019	\$ 25.04	(0.05)	0.52	0.47	0.02

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

^(e) Includes broker interest expense of 0.01%.

^(f) The total return for the period includes the impact of financial statement adjustments. This return differs from the actual performance a shareholder experienced over the period.

^(g) Includes extraordinary expense of 0.01%.

^(h) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of Operations due to share transactions for the period.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return (c)	Net assets, end of period (000)	Ratio to Average Net Assets of: (a)			Portfolio turnover rate (c)
				Expenses	Net investment income/(loss)		
1.53	\$ 30.60	5.29%	\$ 110,940	0.79%	(0.78)%	0%	
(3.48)	\$ 29.07	(10.70)%	\$ 175,858	0.79%	(0.79)%	0%	
4.63	\$ 32.55	16.58%	\$ 82,190	0.79%	(0.79)%	0%	
2.29	\$ 27.92	8.94%	\$ 16,055	0.79%	(0.79)%	0%	
1.74	\$ 32.33	5.69%	\$ 101,031	0.79%	(0.78)%	0%	
(3.37)	\$ 30.59	(9.93)%	\$ 76,474	0.79%	(0.79)%	0%	
4.71	\$ 33.96	16.12%	\$ 81,509	0.79%	(0.79)%	0%	
1.87	\$ 29.25	6.81%	\$ 32,172	0.79%	(0.79)%	0%	
2.05	\$ 27.38	8.10%	\$ 4,792	0.80%(e)	(0.80)%	0%	
3.08	\$ 33.91	9.98%	\$ 341,615	0.79%	(0.78)%	0%	
(1.86)	\$ 30.83	(5.69)%	\$ 170,341	0.79%	(0.79)%	0%	
4.75	\$ 32.69	17.53%	\$ 183,066	0.79%	(0.79)%	0%	
1.39	\$ 27.94	5.24%(f)	\$ 67,755	0.79%	(0.79)%	4%	
1.94	\$ 26.55	7.89%	\$ 83,639	0.81%(e)(g)	(0.80)%	106%	
2.51	\$ 32.51	8.35%	\$ 182,037	0.79%	(0.77)%	0%	
(2.65)	\$ 30.00	(8.13)%	\$ 102,754	0.79%	(0.79)%	0%	
5.16	\$ 32.65	18.81%	\$ 86,535	0.79%	(0.79)%	0%	
1.96	\$ 27.49	7.68%	\$ 48,099	0.79%	(0.79)%	0%	
0.49	\$ 25.53	1.94%	\$ 47,221	0.79%	(0.79)%	0%	

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:	Distributions Paid to Shareholders: Paid from realized gains
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)	
Innovator U.S. Equity Buffer ETF - September						
For the year ended 10/31/2023	\$ 30.33	(0.25)	3.05	2.80	0.01	-
For the year ended 10/31/2022	\$ 32.66	(0.25)	(2.10)	(2.35)	0.02	-
For the year ended 10/31/2021	\$ 26.40	(0.24)	6.47	6.23	0.03	-
For the year ended 10/31/2020	\$ 25.31	(0.21)	1.59 ^(d)	1.38	0.07	(0.36)
For the period 8/30/2019 ^(e) - 10/31/2019	\$ 24.59	(0.03)	0.73	0.70	0.02	-
Innovator U.S. Equity Buffer ETF - October						
For the year ended 10/31/2023	\$ 31.43	(0.26)	3.76	3.50	0.01	-
For the year ended 10/31/2022	\$ 33.90	(0.26)	(2.24)	(2.50)	0.03	-
For the year ended 10/31/2021	\$ 27.26	(0.25)	6.88	6.63	0.01	-
For the year ended 10/31/2020	\$ 25.18	(0.20)	2.31	2.11	0.02	(0.05)
For the year ended 10/31/2019	\$ 23.42	(0.20)	1.92	1.72	0.04	-
Innovator U.S. Equity Buffer ETF - November						
For the year ended 10/31/2023	\$ 29.74	(0.25)	2.47	2.22	0.01	-
For the year ended 10/31/2022	\$ 32.21	(0.24)	(2.25)	(2.49)	0.02	-
For the year ended 10/31/2021	\$ 27.31	(0.24)	5.12	4.88	0.02	-
For the year ended 10/31/2020	\$ 25.53	(0.20)	1.92	1.72	0.06	-
For the period 10/31/2019 ^(e) - 10/31/2019	\$ 25.53	-	-	-	-	-
Innovator U.S. Equity Buffer ETF - December						
For the year ended 10/31/2023	\$ 31.67	(0.27)	2.84	2.57	0.02	-
For the year ended 10/31/2022	\$ 34.04	(0.26)	(2.14)	(2.40)	0.03	-
For the year ended 10/31/2021	\$ 27.73	(0.25)	6.53	6.28	0.03	-
For the period 11/29/2019 ^(e) - 10/31/2020	\$ 26.40	(0.19)	1.47	1.28	0.05	-

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of Operations due to share transactions for the period.

^(e) Commencement of operations.

^(f) Includes broker interest expense of 0.01%.

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INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Ratio to Average Net Assets of: ^(a)		Portfolio turnover rate ^(c)
				Expenses	Net investment income/(loss)	
2.81	\$ 33.14	9.26%	\$ 178,109	0.79%	(0.78)%	0%
(2.33)	\$ 30.33	(7.13)%	\$ 166,049	0.79%	(0.79)%	0%
6.26	\$ 32.66	23.68%	\$ 156,749	0.79%	(0.79)%	0%
1.09	\$ 26.40	5.81%	\$ 77,892	0.79%	(0.79)%	0%
0.72	\$ 25.31	2.91%	\$ 4,429	0.79%	(0.79)%	186%
3.51	\$ 34.94	11.18%	\$ 171,230	0.79%	(0.78)%	0%
(2.47)	\$ 31.43	(7.29)%	\$ 226,302	0.79%	(0.79)%	0%
6.64	\$ 33.90	24.34%	\$ 111,875	0.79%	(0.79)%	0%
2.08	\$ 27.26	8.51%	\$ 73,613	0.79%	(0.79)%	0%
1.76	\$ 25.18	7.48%	\$ 173,098	0.80% ^(f)	(0.80)%	25%
2.23	\$ 31.97	7.49%	\$ 83,924	0.79%	(0.78)%	0%
(2.47)	\$ 29.74	(7.65)%	\$ 61,710	0.79%	(0.79)%	0%
4.90	\$ 32.21	17.93%	\$ 30,599	0.79%	(0.79)%	0%
1.78	\$ 27.31	7.00%	\$ 15,023	0.79%	(0.79)%	0%
-	\$ 25.53	-	\$ 2,553	-	-	-%
2.59	\$ 34.26	8.18%	\$ 95,930	0.79%	(0.78)%	0%
(2.37)	\$ 31.67	(6.97)%	\$ 103,722	0.79%	(0.79)%	0%
6.31	\$ 34.04	22.76%	\$ 57,874	0.79%	(0.79)%	0%
1.33	\$ 27.73	5.04%	\$ 24,958	0.79%	(0.79)%	146%

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:	Distributions Paid to Shareholders: Paid from realized gains
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)	
Innovator U.S. Equity Power Buffer ETF - January						
For the year ended 10/31/2023	\$ 31.17	(0.26)	3.33	3.07	0.01	-
For the year ended 10/31/2022	\$ 33.10	(0.25)	(1.70)	(1.95)	0.02	-
For the year ended 10/31/2021	\$ 29.08	(0.25)	4.25	4.00	0.02	-
For the year ended 10/31/2020	\$ 28.13	(0.22)	1.14	0.92	0.03	-
For the period 12/31/2018 ^(d) - 10/31/2019	\$ 25.08	(0.18)	3.20	3.02	0.03	-
Innovator U.S. Equity Power Buffer ETF - February						
For the year ended 10/31/2023	\$ 27.84	(0.23)	2.40	2.17	0.01	-
For the year ended 10/31/2022	\$ 29.01	(0.22)	(0.97)	(1.19)	0.02	-
For the year ended 10/31/2021	\$ 25.03	(0.22)	4.18	3.96	0.02	-
For the period 1/31/2020 ^(d) - 10/31/2020	\$ 24.52	(0.14)	0.63	0.49	0.02	-
Innovator U.S. Equity Power Buffer ETF - March						
For the year ended 10/31/2023	\$ 30.38	(0.25)	3.04	2.79	0.01	-
For the year ended 10/31/2022	\$ 31.23	(0.24)	(0.63)	(0.87)	0.02	-
For the year ended 10/31/2021	\$ 27.39	(0.24)	4.06	3.82	0.02	-
For the period 2/28/2020 ^(d) - 10/31/2020	\$ 26.01	(0.14)	1.50	1.36	0.02	-
Innovator U.S. Equity Power Buffer ETF - April						
For the year ended 10/31/2023	\$ 27.80	(0.23)	2.65	2.42	0.02	-
For the year ended 10/31/2022	\$ 29.04	(0.22)	(1.04)	(1.26)	0.02	-
For the year ended 10/31/2021	\$ 26.54	(0.22)	2.70	2.48	0.02	-
For the year ended 10/31/2020	\$ 26.31	(0.20)	1.20	1.00	0.03	(0.80)
For the period 3/29/2019 ^(d) - 10/31/2019	\$ 24.95	(0.12)	1.46	1.34	0.02	-

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

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INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Ratio to Average Net Assets of: ^(a)		Portfolio turnover rate ^(c)
				Expenses	Net investment income/(loss)	
3.08 \$	34.25	9.91%	\$ 569,465	0.79%	(0.78)%	0%
(1.93) \$	31.17	(5.83)%	\$ 448,795	0.79%	(0.79)%	0%
4.02 \$	33.10	13.82%	\$ 294,561	0.79%	(0.79)%	0%
0.95 \$	29.08	3.38%	\$ 288,597	0.79%	(0.79)%	0%
3.05 \$	28.13	12.15%	\$ 67,507	0.79%	(0.79)%	0%
2.18 \$	30.02	7.84%	\$ 442,802	0.79%	(0.78)%	0%
(1.17) \$	27.84	(4.02)%	\$ 239,416	0.79%	(0.79)%	0%
3.98 \$	29.01	15.90%	\$ 170,407	0.79%	(0.79)%	0%
0.51 \$	25.03	2.06%	\$ 115,121	0.79%	(0.79)%	0%
2.80 \$	33.18	9.24%	\$ 377,427	0.79%	(0.78)%	0%
(0.85) \$	30.38	(2.72)%	\$ 226,295	0.79%	(0.79)%	0%
3.84 \$	31.23	14.01%	\$ 117,875	0.79%	(0.79)%	0%
1.38 \$	27.39	5.30%	\$ 71,895	0.79%	(0.79)%	0%
2.44 \$	30.24	8.78%	\$ 579,804	0.79%	(0.78)%	0%
(1.24) \$	27.80	(4.29)%	\$ 308,534	0.79%	(0.79)%	0%
2.50 \$	29.04	9.45%	\$ 242,503	0.79%	(0.79)%	0%
0.23 \$	26.54	4.00%	\$ 187,078	0.79%	(0.79)%	0%
1.36 \$	26.31	5.44%	\$ 129,561	0.79%	(0.79)%	126%

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:	Distributions Paid to Shareholders: Paid from realized gains
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)	
Innovator U.S. Equity Power Buffer ETF - May						
For the year ended 10/31/2023.....	\$ 28.02	(0.23)	1.38	1.15	0.02	-
For the year ended 10/31/2022.....	\$ 30.23	(0.23)	(2.00)	(2.23)	0.02	-
For the year ended 10/31/2021.....	\$ 27.34	(0.23)	3.10	2.87	0.02	-
For the period 4/30/2020 ^(d) - 10/31/2020.....	\$ 25.63	(0.11)	1.80	1.69	0.02	-
Innovator U.S. Equity Power Buffer ETF - June						
For the year ended 10/31/2023.....	\$ 29.69	(0.24)	1.58	1.34	0.01	-
For the year ended 10/31/2022.....	\$ 31.87	(0.24)	(1.96)	(2.20)	0.02	-
For the year ended 10/31/2021.....	\$ 28.88	(0.24)	3.20	2.96	0.03	-
For the year ended 10/31/2020.....	\$ 26.74	(0.22)	2.30	2.08	0.06	-
For the period 5/31/2019 ^(d) - 10/31/2019.....	\$ 25.33	(0.09)	1.48	1.39	0.02	-
Innovator U.S. Equity Power Buffer ETF - July						
For the year ended 10/31/2023.....	\$ 29.90	(0.25)	3.64	3.39	0.02	-
For the year ended 10/31/2022.....	\$ 30.38	(0.24)	(0.27) ^(e)	(0.51)	0.03	-
For the year ended 10/31/2021.....	\$ 27.43	(0.23)	3.16	2.93	0.02	-
For the year ended 10/31/2020.....	\$ 26.36	(0.21)	1.46	1.25	0.04	(0.22)
For the year ended 10/31/2019.....	\$ 24.75	(0.20)	1.77	1.57	0.04	-
Innovator U.S. Equity Power Buffer ETF - August						
For the year ended 10/31/2023.....	\$ 28.21	(0.23)	2.69	2.46	0.02	-
For the year ended 10/31/2022.....	\$ 30.00	(0.23)	(1.58)	(1.81)	0.02	-
For the year ended 10/31/2021.....	\$ 26.86	(0.23)	3.35	3.12	0.02	-
For the year ended 10/31/2020.....	\$ 25.45	(0.21)	1.93	1.72	0.03	(0.34)
For the period 7/31/2019 ^(d) - 10/31/2019.....	\$ 25.04	(0.05)	0.44	0.39	0.02	-

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

^(e) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of Operations due to share transactions for the period.

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INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Ratio to Average Net Assets of: ^(a)		Portfolio turnover rate ^(c)
				Expenses	Net investment income/(loss)	
1.17	\$ 29.19	4.19%	\$ 459,063	0.79%	(0.78)%	0%
(2.21)	\$ 28.02	(7.30)%	\$ 392,967	0.79%	(0.79)%	0%
2.89	\$ 30.23	10.54%	\$ 238,780	0.79%	(0.79)%	0%
1.71	\$ 27.34	6.69%	\$ 65,626	0.79%	(0.79)%	0%
1.35	\$ 31.04	4.54%	\$ 521,398	0.79%	(0.78)%	0%
(2.18)	\$ 29.69	(6.84)%	\$ 344,365	0.79%	(0.79)%	0%
2.99	\$ 31.87	10.34%	\$ 152,966	0.79%	(0.79)%	0%
2.14	\$ 28.88	8.00%	\$ 94,588	0.79%	(0.79)%	0%
1.41	\$ 26.74	5.58%	\$ 20,057	0.79%	(0.79)%	0%
3.41	\$ 33.31	11.41%	\$ 999,374	0.79%	(0.78)%	0%
(0.48)	\$ 29.90	(1.59)%	\$ 503,828	0.79%	(0.79)%	0%
2.95	\$ 30.38	10.78%	\$ 218,755	0.79%	(0.79)%	0%
1.07	\$ 27.43	4.89%	\$ 111,759	0.79%	(0.79)%	15%
1.61	\$ 26.36	6.53%	\$ 92,273	0.79%	(0.79)%	137%
2.48	\$ 30.69	8.82%	\$ 886,281	0.79%	(0.78)%	0%
(1.79)	\$ 28.21	(5.98)%	\$ 435,772	0.79%	(0.79)%	0%
3.14	\$ 30.00	11.68%	\$ 185,991	0.79%	(0.79)%	0%
1.41	\$ 26.86	6.95%	\$ 109,458	0.79%	(0.79)%	0%
0.41	\$ 25.45	1.65%	\$ 116,446	0.79%	(0.79)%	0%

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:	Distributions Paid to Shareholders: Paid from realized gains
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)	
Innovator U.S. Equity Power Buffer ETF - September						
For the year ended 10/31/2023	\$ 29.10	(0.24)	3.17	2.93	0.01	-
For the year ended 10/31/2022	\$ 29.97	(0.23)	(0.67)	(0.90)	0.03	-
For the year ended 10/31/2021	\$ 26.01	(0.23)	4.17	3.94	0.02	-
For the year ended 10/31/2020	\$ 25.15	(0.21)	1.01 ^(d)	0.80	0.06	-
For the period 8/30/2019 ^(e) - 10/31/2019	\$ 24.59	(0.03)	0.58	0.55	0.01	-
Innovator U.S. Equity Power Buffer ETF - October						
For the year ended 10/31/2023	\$ 29.72	(0.25)	4.12	3.87	0.01	-
For the year ended 10/31/2022	\$ 30.04	(0.23)	(0.13) ^(d)	(0.36)	0.04	-
For the year ended 10/31/2021	\$ 26.02	(0.23)	4.23	4.00	0.02	-
For the year ended 10/31/2020	\$ 25.16	(0.20)	1.60	1.40	0.02	(0.56)
For the year ended 10/31/2019	\$ 23.54	(0.20)	1.79	1.59	0.03	-
Innovator U.S. Equity Power Buffer ETF - November						
For the year ended 10/31/2023	\$ 30.01	(0.25)	2.49	2.24	0.01	-
For the year ended 10/31/2022	\$ 30.52	(0.23)	(0.31)	(0.54)	0.03	-
For the year ended 10/31/2021	\$ 27.30	(0.23)	3.44	3.21	0.01	-
For the year ended 10/31/2020	\$ 25.53	(0.21)	1.94	1.73	0.04	-
For the period 10/31/2019 ^(e) - 10/31/2019	\$ 25.53	-	-	-	-	-
Innovator U.S. Equity Power Buffer ETF - December						
For the year ended 10/31/2023	\$ 30.03	(0.25)	1.84	1.59	0.02	-
For the year ended 10/31/2022	\$ 31.01	(0.24)	(0.75)	(0.99)	0.01	-
For the year ended 10/31/2021	\$ 27.42	(0.24)	3.80	3.56	0.03	-
For the period 11/29/2019 ^(e) - 10/31/2020	\$ 26.40	(0.19)	1.17	0.98	0.04	-

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of Operations due to share transactions for the period.

^(e) Commencement of operations.

^(f) Includes broker interest expense of 0.01%.

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INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Ratio to Average Net Assets of: ^(a)				
		Total return ^(c)	Net assets, end of period (000)	Expenses	Net investment income/(loss)	Portfolio turnover rate ^(c)
2.94	\$ 32.04	10.09%	\$ 691,242	0.79%	(0.78)%	0%
(0.87)	\$ 29.10	(2.90)%	\$ 547,143	0.79%	(0.79)%	0%
3.96	\$ 29.97	15.24%	\$ 303,473	0.79%	(0.79)%	0%
0.86	\$ 26.01	3.40%	\$ 287,388	0.79%	(0.79)%	3%
0.56	\$ 25.15	2.29%	\$ 20,122	0.79%	(0.79)%	127%
3.88	\$ 33.60	13.04%	\$ 725,754	0.79%	(0.78)%	0%
(0.32)	\$ 29.72	(1.05)%	\$ 649,488	0.79%	(0.79)%	0%
4.02	\$ 30.04	15.44%	\$ 209,533	0.79%	(0.79)%	0%
0.86	\$ 26.02	5.74%	\$ 189,967	0.79%	(0.79)%	0%
1.62	\$ 25.16	6.90%	\$ 311,363	0.80% ^(f)	(0.79)%	3%
2.25	\$ 32.26	7.50%	\$ 623,382	0.79%	(0.78)%	0%
(0.51)	\$ 30.01	(1.67)%	\$ 317,389	0.79%	(0.79)%	0%
3.22	\$ 30.52	11.80%	\$ 79,343	0.79%	(0.79)%	0%
1.77	\$ 27.30	6.94%	\$ 38,217	0.79%	(0.79)%	0%
-	\$ 25.53	-	\$ 2,553	-	-	-%
1.61	\$ 31.64	5.38%	\$ 563,211	0.79%	(0.77)%	0%
(0.98)	\$ 30.03	(3.16)%	\$ 207,929	0.79%	(0.79)%	0%
3.59	\$ 31.01	13.10%	\$ 108,520	0.79%	(0.79)%	0%
1.02	\$ 27.42	3.85%	\$ 65,111	0.79%	(0.79)%	141%

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:	Distributions Paid to Shareholders: Paid from realized gains
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)	
Innovator U.S. Equity Ultra Buffer ETF - January						
For the year ended 10/31/2023	\$ 29.55	(0.24)	2.86	2.62	0.01	-
For the year ended 10/31/2022	\$ 31.37	(0.23)	(1.62)	(1.85)	0.03	-
For the year ended 10/31/2021	\$ 28.36	(0.24)	3.23	2.99	0.02	-
For the year ended 10/31/2020	\$ 27.69	(0.22)	0.86	0.64	0.03	-
For the period 12/31/2018 ^(d) - 10/31/2019	\$ 25.08	(0.18)	2.77	2.59	0.02	-
Innovator U.S. Equity Ultra Buffer ETF - February						
For the year ended 10/31/2023	\$ 26.35	(0.21)	0.95	0.74	0.01	-
For the year ended 10/31/2022	\$ 27.80	(0.21)	(1.25)	(1.46)	0.01	-
For the year ended 10/31/2021	\$ 24.91	(0.21)	3.08	2.87	0.02	-
For the period 1/31/2020 ^(d) - 10/31/2020	\$ 24.52	(0.14)	0.50	0.36	0.03	-
Innovator U.S. Equity Ultra Buffer ETF - March						
For the year ended 10/31/2023	\$ 28.33	(0.23)	1.37	1.14	0.02	-
For the year ended 10/31/2022	\$ 29.56	(0.23)	(1.02)	(1.25)	0.02	-
For the year ended 10/31/2021	\$ 26.93	(0.23)	2.84	2.61	0.02	-
For the period 2/28/2020 ^(d) - 10/31/2020	\$ 26.01	(0.14)	1.03	0.89	0.03	-
Innovator U.S. Equity Ultra Buffer ETF - April						
For the year ended 10/31/2023	\$ 24.83	(0.20)	0.84	0.64	0.01	-
For the year ended 10/31/2022	\$ 26.02	(0.20)	(1.01)	(1.21)	0.02	-
For the year ended 10/31/2021	\$ 24.47	(0.20)	1.72	1.52	0.03	-
For the year ended 10/31/2020	\$ 26.22	(0.19)	(1.01) ^(e)	(1.20)	0.02	(0.57)
For the period 3/29/2019 ^(d) - 10/31/2019	\$ 24.95	(0.12)	1.37	1.25	0.02	-

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

^(e) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of Operations due to share transactions for the period.

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INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Ratio to Average Net Assets of: ^(a)		Portfolio turnover rate ^(c)
				Expenses	Net investment income/(loss)	
2.63	\$ 32.18	8.93%	\$ 115,864	0.79%	(0.79)%	0%
(1.82)	\$ 29.55	(5.82)%	\$ 283,638	0.79%	(0.79)%	0%
3.01	\$ 31.37	10.62%	\$ 86,274	0.79%	(0.79)%	0%
0.67	\$ 28.36	2.44%	\$ 112,023	0.79%	(0.79)%	0%
2.61	\$ 27.69	10.39%	\$ 30,455	0.79%	(0.79)%	0%
0.75	\$ 27.10	2.85%	\$ 49,458	0.79%	(0.78)%	0%
(1.45)	\$ 26.35	(5.21)%	\$ 53,358	0.79%	(0.79)%	0%
2.89	\$ 27.80	11.61%	\$ 26,409	0.79%	(0.79)%	0%
0.39	\$ 24.91	1.58%	\$ 31,757	0.79%	(0.79)%	0%
1.16	\$ 29.49	4.09%	\$ 44,967	0.79%	(0.79)%	0%
(1.23)	\$ 28.33	(4.15)%	\$ 69,406	0.79%	(0.79)%	0%
2.63	\$ 29.56	9.76%	\$ 33,251	0.79%	(0.79)%	0%
0.92	\$ 26.93	3.53%	\$ 28,275	0.79%	(0.79)%	0%
0.65	\$ 25.48	2.62%	\$ 95,533	0.79%	(0.78)%	0%
(1.19)	\$ 24.83	(4.59)%	\$ 122,886	0.79%	(0.78)%	0%
1.55	\$ 26.02	6.31%	\$ 57,242	0.79%	(0.79)%	0%
(1.75)	\$ 24.47	(4.59)%	\$ 30,594	0.79%	(0.79)%	0%
1.27	\$ 26.22	5.07%	\$ 19,006	0.79%	(0.79)%	106%

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:	Distributions Paid to Shareholders: Paid from realized gains
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)	
Innovator U.S. Equity Ultra Buffer ETF - May						
For the year ended 10/31/2023	\$ 26.33	(0.21)	1.21	1.00	0.01	-
For the year ended 10/31/2022	\$ 28.52	(0.21)	(2.01)	(2.22)	0.03	-
For the year ended 10/31/2021	\$ 26.67	(0.22)	2.05	1.83	0.02	-
For the period 4/30/2020 ^(d) - 10/31/2020	\$ 25.63	(0.11)	1.14	1.03	0.01	-
Innovator U.S. Equity Ultra Buffer ETF - June						
For the year ended 10/31/2023	\$ 26.87	(0.22)	1.31	1.09	0.01	-
For the year ended 10/31/2022	\$ 29.18	(0.21)	(2.13) ^(f)	(2.34)	0.03	-
For the year ended 10/31/2021	\$ 27.24	(0.23)	2.14	1.91	0.03	-
For the year ended 10/31/2020	\$ 26.65	(0.21)	1.74	1.53	0.08	(1.02)
For the period 5/31/2019 ^(d) - 10/31/2019	\$ 25.33	(0.09)	1.37	1.28	0.04	-
Innovator U.S. Equity Ultra Buffer ETF - July						
For the year ended 10/31/2023	\$ 25.62	(0.21)	2.44	2.23	0.02	-
For the year ended 10/31/2022	\$ 27.37	(0.21)	(1.56)	(1.77)	0.02	-
For the year ended 10/31/2021	\$ 25.54	(0.21)	2.02	1.81	0.02	-
For the year ended 10/31/2020	\$ 26.31	(0.20)	1.01	0.81	0.04	(1.62)
For the year ended 10/31/2019	\$ 24.68	(0.20)	1.78	1.58	0.05	-
Innovator U.S. Equity Ultra Buffer ETF - August						
For the year ended 10/31/2023	\$ 26.13	(0.21)	2.34	2.13	0.04	-
For the year ended 10/31/2022	\$ 28.99	(0.22)	(2.68)	(2.90)	0.04	-
For the year ended 10/31/2021	\$ 26.87	(0.22)	2.32	2.10	0.02	-
For the year ended 10/31/2020	\$ 25.45	(0.21)	1.81	1.60	0.03	(0.21)
For the period 7/31/2019 ^(d) - 10/31/2019	\$ 25.04	(0.05)	0.44	0.39	0.02	-

(a) Annualized for periods less than one year.

(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

(c) Not annualized for periods less than one year.

(d) Commencement of operations.

(e) Includes broker interest expense of 0.01%.

(f) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of operations due to share transactions for the period.

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INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Ratio to Average Net Assets of: ^(a)		Portfolio turnover rate ^(c)
				Expenses	Net investment income/(loss)	
1.01 \$	27.34	3.83%	\$ 61,507	0.79%	(0.78)%	0%
(2.19) \$	26.33	(7.67)%	\$ 99,394	0.79%	(0.79)%	0%
1.85 \$	28.52	6.91%	\$ 40,634	0.79%	(0.79)%	0%
1.04 \$	26.67	4.06%	\$ 10,669	0.79%	(0.79)%	0%
1.10 \$	27.97	4.09%	\$ 74,112	0.79%	(0.78)%	0%
(2.31) \$	26.87	(7.92)%	\$ 114,860	0.79%	(0.79)%	0%
1.94 \$	29.18	7.10%	\$ 21,155	0.79%	(0.79)%	0%
0.59 \$	27.24	6.26%	\$ 14,984	0.79%	(0.79)%	0%
1.32 \$	26.65	5.19%	\$ 2,665	0.80% ^(e)	(0.80)%	0%
2.25 \$	27.87	8.78%	\$ 161,624	0.79%	(0.77)%	0%
(1.75) \$	25.62	(6.41)%	\$ 73,650	0.79%	(0.79)%	0%
1.83 \$	27.37	7.18%	\$ 52,689	0.79%	(0.79)%	0%
(0.77) \$	25.54	3.37%	\$ 39,583	0.79%	(0.79)%	1%
1.63 \$	26.31	6.62%	\$ 38,809	0.79%	(0.79)%	27%
2.17 \$	28.30	8.32%	\$ 343,891	0.79%	(0.77)%	0%
(2.86) \$	26.13	(9.87)%	\$ 82,308	0.79%	(0.79)%	0%
2.12 \$	28.99	7.89%	\$ 46,383	0.79%	(0.79)%	0%
1.42 \$	26.87	6.46%	\$ 45,679	0.79%	(0.79)%	0%
0.41 \$	25.45	1.64%	\$ 18,452	0.79%	(0.79)%	0%

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:	Distributions Paid to Shareholders: Paid from realized gains
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)	
Innovator U.S. Equity Ultra Buffer ETF - September						
For the year ended 10/31/2023	\$ 26.28	(0.22)	2.82	2.60	0.01	-
For the year ended 10/31/2022	\$ 28.42	(0.21)	(1.96)	(2.17)	0.03	-
For the year ended 10/31/2021	\$ 25.83	(0.22)	2.78	2.56	0.03	-
For the year ended 10/31/2020	\$ 25.02	(0.20)	1.09	0.89	0.08	(0.16)
For the period 8/30/2019 ^(d) - 10/31/2019	\$ 24.59	(0.03)	0.43	0.40	0.03	-
Innovator U.S. Equity Ultra Buffer ETF - October						
For the year ended 10/31/2023	\$ 26.96	(0.22)	3.41	3.19	0.01	-
For the year ended 10/31/2022	\$ 28.23	(0.22)	(1.07)	(1.29)	0.02	-
For the year ended 10/31/2021	\$ 25.70	(0.22)	2.74	2.52	0.01	-
For the year ended 10/31/2020	\$ 25.05	(0.20)	1.41	1.21	0.02	(0.58)
For the year ended 10/31/2019	\$ 23.64	(0.19)	1.58	1.39	0.02	-
Innovator U.S. Equity Ultra Buffer ETF - November						
For the year ended 10/31/2023	\$ 27.60	(0.23)	2.29	2.06	0.01	-
For the year ended 10/31/2022	\$ 29.29	(0.22)	(1.49)	(1.71)	0.02	-
For the year ended 10/31/2021	\$ 27.28	(0.23)	2.22	1.99	0.02	-
For the year ended 10/31/2020	\$ 25.53	(0.21)	1.94	1.73	0.02	-
For the period 10/31/2019 ^(d) - 10/31/2019	\$ 25.53	-	-	-	-	-
Innovator U.S. Equity Ultra Buffer ETF - December						
For the year ended 10/31/2023	\$ 28.07	(0.22)	0.85 ^(f)	0.63	0.02	-
For the year ended 10/31/2022	\$ 29.82	(0.23)	(1.53)	(1.76)	0.01	-
For the year ended 10/31/2021	\$ 27.15	0.23	2.87	2.64	0.03	-
For the period 11/29/2019 ^(d) - 10/31/2020	\$ 26.40	(0.19)	0.91	0.72	0.03	-

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

^(e) Includes broker interest expense of 0.01%.

^(f) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of Operations due to share transactions for the period.

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INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Ratio to Average Net Assets of: ^(a)		Portfolio turnover rate ^(c)
				Expenses	Net investment income/(loss)	
2.61	\$ 28.89	9.93%	\$ 89,556	0.79%	(0.78)%	0%
(2.14)	\$ 26.28	(7.54)%	\$ 158,986	0.79%	(0.79)%	0%
2.59	\$ 28.42	10.03%	\$ 67,502	0.79%	(0.79)%	0%
0.81	\$ 25.83	3.90%	\$ 65,221	0.79%	(0.79)%	35%
0.43	\$ 25.02	1.76%	\$ 5,005	0.79%	(0.79)%	152%
3.20	\$ 30.16	11.88%	\$ 103,295	0.79%	(0.78)%	0%
(1.27)	\$ 26.96	(4.52)%	\$ 113,221	0.79%	(0.79)%	0%
2.53	\$ 28.23	9.85%	\$ 62,818	0.79%	(0.79)%	0%
0.65	\$ 25.70	5.00%	\$ 105,376	0.79%	(0.79)%	0%
1.41	\$ 25.05	5.98%	\$ 135,912	0.80% ^(e)	(0.79)%	4%
2.07	\$ 29.67	7.48%	\$ 30,408	0.79%	(0.78)%	0%
(1.69)	\$ 27.60	(5.76)%	\$ 53,126	0.79%	(0.79)%	0%
2.01	\$ 29.29	7.36%	\$ 10,982	0.79%	(0.79)%	0%
1.75	\$ 27.28	6.88%	\$ 8,867	0.79%	(0.79)%	0%
-	\$ 25.53	-	\$ 2,553	-	-	-%
0.65	\$ 28.72	2.34%	\$ 69,658	0.79%	(0.78)%	0%
(1.75)	\$ 28.07	(5.88)%	\$ 46,311	0.79%	(0.79)%	0%
2.67	\$ 29.82	9.85%	\$ 32,059	0.79%	(0.79)%	0%
0.75	\$ 27.15	2.84%	\$ 23,756	0.79%	(0.79)%	160%

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout

	Investment Operations:				Capital Share Transactions:
	Net Asset Value, Beginning of Period	Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)
Innovator Premium Income 10					
Barrier ETF - April					
For the period 3/31/2023 ^(d) - 10/31/2023.....	\$ 24.46	0.61	0.69	1.30	0.02
Innovator Premium Income 20					
Barrier ETF - April					
For the period 3/31/2023 ^(d) - 10/31/2023.....	\$ 24.46	0.59	0.61	1.20	0.02
Innovator Premium Income 30					
Barrier ETF - April					
For the period 3/31/2023 ^(d) - 10/31/2023.....	\$ 24.46	0.58	0.43	1.01	0.02
Innovator Premium Income 40					
Barrier ETF - April					
For the period 3/31/2023 ^(d) - 10/31/2023.....	\$ 24.46	0.56	0.25	0.81	0.03

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

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INNOVATOR ETFs TRUST

each period)

Ratios/Supplemental Data:

Distributions Paid to Shareholders:			Ratio to Average Net Assets of: ^(a)							
Paid from net investment income	Paid from realized capital gains	Paid from return of capital	Total Distributions Paid	Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Expenses	Net investment income/(loss)	Portfolio turnover rate ^(c)
(0.68)	(0.32)	(0.14)	(1.14)	0.18	\$ 24.64	5.44%	\$ 8,008	0.79%	4.27%	0%
(0.79)	(0.18)	-	(0.97)	0.25	\$ 24.71	5.04%	\$ 26,563	0.79%	4.10%	0%
(0.66)	(0.14)	-	(0.80)	0.23	\$ 24.69	4.23%	\$ 48,754	0.79%	4.08%	0%
(0.62)	(0.05)	-	(0.67)	0.17	\$ 24.63	3.49%	\$ 33,252	0.79%	3.98%	0%

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout)

	Investment Operations:				Capital Share Transactions:
	Net Asset Value, Beginning of Period	Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)
Innovator Premium Income 10					
Barrier ETF - July					
For the period 6/30/2023 ^(d) - 10/31/2023	\$ 24.73	0.40	(0.38)	0.02	0.02
Innovator Premium Income 20					
Barrier ETF - July					
For the period 6/30/2023 ^(d) - 10/31/2023	\$ 24.72	0.39	(0.11) ^(e)	0.28	0.02
Innovator Premium Income 30					
Barrier ETF - July					
For the period 6/30/2023 ^(d) - 10/31/2023	\$ 24.73	0.39	0.02 ^(e)	0.41	0.03
Innovator Premium Income 40					
Barrier ETF - July					
For the period 6/30/2023 ^(d) - 10/31/2023	\$ 24.73	0.39	0.03	0.42	0.03

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

^(e) Net realized and unrealized gain/(loss) per share includes balancing amounts necessary to reconcile the change in net asset value per share for the period, and may not reconcile with the aggregate gain/(loss) in the Statement of Operations due to share transactions for the period.

^(f) Amount represents less than \$0.01 per share.

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INNOVATOR ETFs TRUST

each period)

Ratios/Supplemental Data:

Distributions Paid to Shareholders:				Ratio to Average Net Assets of: ^(a)							
Paid from net investment income	Paid from realized capital gains	Paid from return of capital	Total Distributions Paid	Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Expenses	Net investment income/(loss)	Portfolio turnover rate ^(c)	
(0.32)	-	(0.20)	(0.52)	(0.48)	\$ 24.25	0.17%	\$ 4,851	0.79%	4.94%	0%	
(0.30)	-	(0.16)	(0.46)	(0.16)	\$ 24.56	1.20%	\$ 25,172	0.79%	4.86%	0%	
(0.34)	-	(0.06)	(0.40)	0.04	\$ 24.77	1.79%	\$ 28,487	0.79%	4.77%	0%	
(0.35)	^(f)	-	(0.35)	0.10	\$ 24.83	1.82%	\$ 8,068	0.79%	4.77%	0%	

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INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout each period)

	Net Asset Value, Beginning of Period	Investment Operations:			Capital Share Transactions:
		Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)
Innovator Premium Income 10					
Barrier ETF - October					
For the period 9/29/2023 ^(d) - 10/31/2023	\$ 23.82	0.09	(0.15)	(0.06)	0.03
Innovator Premium Income 20					
Barrier ETF - October					
For the period 9/29/2023 ^(d) - 10/31/2023	\$ 23.82	0.09	(0.10)	(0.01)	0.02
Innovator Premium Income 30					
Barrier ETF - October					
For the period 9/29/2023 ^(d) - 10/31/2023	\$ 23.82	0.09	(0.08)	0.01	0.03
Innovator Premium Income 40					
Barrier ETF - October					
For the period 9/29/2023 ^(d) - 10/31/2023	\$ 23.82	0.09	(0.08)	0.01	0.03

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

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INNOVATOR ETFs TRUST

Ratios/Supplemental Data:

Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Net assets, end of period (000)	Ratio to Average Net Assets of: ^(a)		Portfolio turnover rate ^(c)
				Expenses	Net investment income/(loss)	
(0.03)	\$ 23.79	(0.14)%	\$ 2,973	0.79%	4.96%	0%
0.01	\$ 23.83	0.04%	\$ 10,724	0.79%	5.08%	0%
0.04	\$ 23.86	0.17%	\$ 13,720	0.79%	5.06%	0%
0.04	\$ 23.86	0.17%	\$ 6,562	0.79%	4.90%	0%

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Financial Highlights

Per Share Operating Performance (For a share outstanding throughout)

	Investment Operations:				Capital Share Transactions:
	Net Asset Value, Beginning of Period	Net investment income/(loss) ^(b)	Net realized and unrealized gain/(loss)	Total From Investment Operations	Transaction fees (see Note 5)
Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly					
For the period 9/29/2023 ^(d) - 10/31/2023.....	\$ 25.61	(0.01)	(0.39)	(0.40)	0.02
Innovator U.S. Equity 10 Buffer ETF - Quarterly					
For the period 9/29/2023 ^(d) - 10/31/2023.....	\$ 25.61	(0.01)	(0.09)	(0.10)	0.02
Innovator Premium Income 9 Buffer ETF - October					
For the period 9/29/2023 ^(d) - 10/31/2023.....	\$ 23.74	0.09	(0.07)	0.02	0.02
Innovator Premium Income 15 Buffer ETF - October					
For the period 9/29/2023 ^(d) - 10/31/2023.....	\$ 23.73	0.09	(0.03)	0.06	0.02

^(a) Annualized for periods less than one year.

^(b) Net investment income/(loss) per share has been calculated based on average shares outstanding during the period.

^(c) Not annualized for periods less than one year.

^(d) Commencement of operations.

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

each period)			Ratios/Supplemental Data:							
Distributions Paid to Shareholders			Change in Net Asset Value for the Period	Net Asset Value, End of Period	Total return ^(c)	Ratio to Average Net Assets of: ^(d)				
Paid from net investment income	Paid from return of capital	Total Distributions Paid				Net assets, end of period (000)	Expenses	Net investment income/(loss)	Portfolio turnover rate ^(e)	
-	-	-	(0.38)	\$ 25.23	(1.49)%	\$ 12,615	0.69%	(0.68)%	0%	
-	-	-	(0.08)	\$ 25.53	(0.30)%	\$ 24,896	0.69%	(0.68)%	0%	
(0.06)	(0.09)	(0.15)	(0.11)	\$ 23.63	0.18%	\$ 2,363	0.79%	5.14%	0%	
(0.06)	(0.07)	(0.13)	(0.05)	\$ 23.68	0.32%	\$ 7,103	0.79%	4.97%	0%	

The accompanying notes are an integral part of these financial statements.

INNOVATOR ETFs TRUST

Notes to Financial Statements

1. ORGANIZATION

Innovator ETFs Trust (the “Trust”) was organized under Delaware law as a Delaware statutory trust on October 17, 2007, and is registered with the Securities and Exchange Commission (“SEC”) under the Investment Company Act of 1940, as amended (the “1940 Act”) as an open-end management investment company. The Trust currently consists of multiple operational series, of which fifty-two are covered in this report, collectively the (“Funds”):

Name	Ticker	Commencement of Operations	Tracking Index/Fund
Innovator U.S. Equity Buffer ETF - January	BJAN	December 31, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - February	BFEB	January 31, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - March	BMAR	February 28, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - April	BAPR	March 29, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - May	BMAY	April 30, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - June	BJUN	May 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - July	BJUL	August 28, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - August	BAUG	July 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - September	BSEP	August 30, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - October	BOCT	September 28, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - November	BNOV	October 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Buffer ETF - December	BDEC	November 29, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - January	PJAN	December 31, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - February	PFEB	January 31, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - March	PMAR	February 28, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - April	PAPR	March 29, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - May	PMAY	April 30, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - June	PJUN	May 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - July	PJUL	August 7, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - August	PAUG	July 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - September	PSEP	August 30, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - October	POCT	September 28, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - November	PNOV	October 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Power Buffer ETF - December	PDEC	November 29, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - January	UJAN	December 31, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - February	UFEB	January 31, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - March	UMAR	February 28, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - April	UAPR	March 29, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - May	UMAY	April 30, 2020	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - June	UJUN	May 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - July	UJUL	August 7, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - August	UAUG	July 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - September	USEP	August 30, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - October	UOCT	September 28, 2018	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - November	UNOV	October 31, 2019	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Ultra Buffer ETF - December	UDEC	November 29, 2019	SPDR S&P 500® ETF Trust
Innovator Premium Income 10 Barrier ETF - April	APRD	March 31, 2023	S&P 500® Index
Innovator Premium Income 20 Barrier ETF - April	APRH	March 31, 2023	S&P 500® Index
Innovator Premium Income 30 Barrier ETF - April	APRJ	March 31, 2023	S&P 500® Index
Innovator Premium Income 40 Barrier ETF - April	APRQ	March 31, 2023	S&P 500® Index
Innovator Premium Income 10 Barrier ETF - July	JULD	June 30, 2023	S&P 500® Index
Innovator Premium Income 20 Barrier ETF - July	JULH	June 30, 2023	S&P 500® Index
Innovator Premium Income 30 Barrier ETF - July	JULJ	June 30, 2023	S&P 500® Index
Innovator Premium Income 40 Barrier ETF - July	JULQ	June 30, 2023	S&P 500® Index
Innovator Premium Income 10 Barrier ETF - October	OCTD	September 29, 2023	S&P 500® Index
Innovator Premium Income 20 Barrier ETF - October	OCTH	September 29, 2023	S&P 500® Index
Innovator Premium Income 30 Barrier ETF - October	OCTJ	September 29, 2023	S&P 500® Index
Innovator Premium Income 40 Barrier ETF - October	OCTQ	September 29, 2023	S&P 500® Index
Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly	EALT	September 29, 2023	SPDR S&P 500® ETF Trust
Innovator U.S. Equity 10 Buffer ETF - Quarterly	ZALT	September 29, 2023	SPDR S&P 500® ETF Trust
Innovator Premium Income 9 Buffer ETF - October	HOCT	September 29, 2023	SPDR S&P 500® ETF Trust
Innovator Premium Income 15 Buffer ETF - October	LOCT	September 29, 2023	SPDR S&P 500® ETF Trust

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

The operational series of the Trust covered outside of this report consist of:

Name	Ticker	Commencement of Operations	Tracking Index/Fund
Innovator IBD® 50 ETF	FFTY	April 8, 2015	IBD® 50 Index
Innovator IBD® Breakout Opportunities ETF	BOUT	September 12, 2018	IBD® Breakout Stocks Index
Innovator Deepwater Frontier Tech ETF	LOUP	July 24, 2018	Loup Frontier Tech Index
Innovator S&P Investment Grade Preferred ETF	EPRF	May 23, 2016	S&P U.S. High Quality Preferred Stock Index
Innovator Laddered Allocation Buffer ETF	BUFF	February 8, 2022	MerQube U.S. Large Cap Equity Buffer Laddered Index
Innovator Laddered Allocation Power Buffer ETF	BUFF	October 19, 2016	Refinitiv Laddered Power Buffer Strategy Index
Innovator Buffer Step-Up Strategy ETF	BSTP	March 7, 2022	SPDR S&P 500® ETF Trust
Innovator Power Buffer Step-Up Strategy ETF	PSTP	March 7, 2022	SPDR S&P 500® ETF Trust
Innovator Hedged Tesla Strategy ETF	TSLH	July 25, 2022	Tesla, Inc.
Innovator Uncapped Accelerated U.S. Equity ETF	XUSP	August 10, 2022	SPDR S&P 500® ETF Trust
Innovator Equity Managed Floor ETF	SFLR	November 8, 2022	SPDR S&P 500® ETF Trust
Innovator Gradient Tactical Rotation Strategy ETF	IGTR	November 16, 2022	S&P Global Broad Market Index
Innovator Emerging Markets Power Buffer ETF - January	EJAN	December 31, 2019	iShares MSCI Emerging Markets ETF
Innovator Emerging Markets Power Buffer ETF - April	EAPR	March 31, 2021	iShares MSCI Emerging Markets ETF
Innovator Emerging Markets Power Buffer ETF - July	EJUL	June 28, 2019	iShares MSCI Emerging Markets ETF
Innovator Emerging Markets Power Buffer ETF - October	EOCT	September 30, 2021	iShares MSCI Emerging Markets ETF
Innovator International Developed Power Buffer ETF - January	IJAN	December 31, 2019	iShares MSCI EAFE ETF
Innovator International Developed Power Buffer ETF - April	IAPR	March 31, 2021	iShares MSCI EAFE ETF
Innovator International Developed Power Buffer ETF - July	IJUL	June 28, 2019	iShares MSCI EAFE ETF
Innovator International Developed Power Buffer ETF - September	ISEP	August 31, 2023	iShares MSCI EAFE ETF
Innovator International Developed Power Buffer ETF - October	IOCT	September 30, 2021	iShares MSCI EAFE ETF
Innovator International Developed Power Buffer ETF - November	INOV	October 31, 2023	iShares MSCI EAFE ETF
Innovator 20+ Year Treasury Bond 9 Buffer ETF - July	TBJL	August 17, 2020	iShares 20+ Year Treasury Bond ETF
Innovator 20+ Year Treasury Bond 5 Floor ETF - Quarterly	TFJL	August 17, 2020	iShares 20+ Year Treasury Bond ETF
Innovator Defined Wealth Shield ETF	BALT	June 30, 2021	SPDR S&P 500® ETF Trust
Innovator Double Stacker ETF - January	DSJA	December 31, 2020	SPDR S&P 500® ETF Trust and Invesco QQQ Trust
Innovator Triple Stacker ETF - January	TSJA	December 31, 2020	SPDR S&P 500® ETF Trust, Invesco QQQ Trust and iShares Russell 2000 ETF
Innovator Double Stacker 9 Buffer ETF - January	DSJA	December 31, 2020	SPDR S&P 500® ETF Trust and Invesco QQQ Trust
Innovator Growth-100 Power Buffer ETF - January	NJAN	December 31, 2019	Invesco QQQ Trust
Innovator Growth-100 Power Buffer ETF - April	NAPR	March 31, 2020	Invesco QQQ Trust
Innovator Growth-100 Power Buffer ETF - July	NJUL	June 30, 2020	Invesco QQQ Trust
Innovator Growth-100 Power Buffer ETF - October	NOCT	September 30, 2019	Invesco QQQ Trust
Innovator U.S. Small Cap Power Buffer ETF - January	KJAN	December 31, 2019	iShares Russell 2000 ETF
Innovator U.S. Small Cap Power Buffer ETF - April	KAPR	March 31, 2020	iShares Russell 2000 ETF
Innovator U.S. Small Cap Power Buffer ETF - July	KJUL	June 30, 2020	iShares Russell 2000 ETF
Innovator U.S. Small Cap Power Buffer ETF - October	KOCT	September 30, 2019	iShares Russell 2000 ETF
Innovator U.S. Equity Accelerated ETF - January	XDJA	December 31, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated ETF - April	XDAP	March 31, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated ETF - July	XDJL	June 30, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated ETF - October	XDOC	September 30, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated Plus ETF - January	XTJA	December 31, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated Plus ETF - April	XTAP	March 31, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated Plus ETF - July	XTJL	June 30, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated Plus ETF - October	XTOC	September 30, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated 9 Buffer ETF - January	XBJA	December 31, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated 9 Buffer ETF - April	XBAP	March 31, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated 9 Buffer ETF - July	XBJL	June 30, 2021	SPDR S&P 500® ETF Trust
Innovator U.S. Equity Accelerated 9 Buffer ETF - October	XBOC	September 30, 2021	SPDR S&P 500® ETF Trust
Innovator Growth Accelerated Plus ETF - January	QTJA	December 31, 2021	Invesco QQQ Trust
Innovator Growth Accelerated Plus ETF - April	QTAP	March 31, 2021	Invesco QQQ Trust
Innovator Growth Accelerated Plus ETF - July	QTJL	June 30, 2021	Invesco QQQ Trust
Innovator Growth Accelerated Plus ETF - October	QTOC	September 30, 2021	Invesco QQQ Trust
Innovator U.S. Equity Accelerated ETF - Quarterly	XDSQ	March 31, 2021	SPDR S&P 500® ETF Trust
Innovator Growth Accelerated ETF - Quarterly	XDQQ	March 31, 2021	Invesco QQQ Trust
Innovator Equity Defined Protection ETF - 2 Yr to July 2025	TJUL	July 17, 2023	S&P 500® Index

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

The Funds are exchange traded funds that offer one class of shares, do not charge a sales load, do not have a redemption fee and currently do not charge a 12b-1 fee to their shareholders. The Funds list and principally trade their shares on Cboe BZX Exchange, Inc. (“Cboe BZX” or the “Exchange”).

Each Fund employs a specific “defined outcome strategy.” Defined outcome strategies generally seek to produce pre-determined investment outcomes based upon the performance of an index or one or more underlying securities. The Funds’ pre-determined outcomes (“*Outcomes*”) are based upon the price performance of a benchmark index or one or more underlying exchange-traded fund (the “*Benchmark*”) over a period of approximately one year or another predetermined period (“*Outcome Period*”). The Funds’ investment strategy provides shareholders with participation in any gains experienced by the applicable Benchmark over the course of the Outcome Period, subject to a cap on upside returns (a “*Cap*”), and a predetermined buffer (a “*Buffer*”), each as applicable, against Benchmark losses for the Outcome Period. These defined outcomes are managed by purchasing and selling call and put FLEXible EXchange Options (“*FLEX Options*”) to create layers within a Fund’s portfolio. Each Fund’s FLEX Option has the same reference asset and expiration date, with uniquely selected strike prices for the Fund’s Outcome Period. Due to the customizable nature of FLEX Options that allows for specific strike prices to be selected for the same reference asset and expiration date, when each of the FLEX Options expire on the last day of the Outcome Period, the Funds are expected to achieve a Benchmark investment return with the applicable Buffer and Cap investment parameters.

The Funds are investment companies and accordingly follow the investment company accounting and reporting guidance of the Financial Accounting Standards Board (“FASB”) Accounting Standards Codification (“ASC”) Topic 946 “Financial Services – Investment Companies”.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

2. SIGNIFICANT ACCOUNTING POLICIES

The following is a summary of significant accounting policies consistently followed by the Trust in the preparation of its financial statements. These policies are in conformity with accounting principles generally accepted in the United States of America (“U.S. GAAP”).

Valuation:

The net asset values (“NAV”) of the Funds are determined as of the close of regular trading on the NYSE (normally 4:00 p.m. ET). If the NYSE closes early on a valuation day, the Funds shall determine NAV as of that time.

Portfolio securities generally shall be valued utilizing prices provided by independent pricing services. The Adviser, as the Trust’s Valuation Designee (“Valuation Designee”) is responsible for establishing valuation of portfolio securities and other instruments held by the Funds in accordance with the Trust’s valuation procedures.

Common stocks, preferred stocks and other equity securities listed on any national or foreign exchange (excluding the NASDAQ National Market (“NASDAQ”) and the London Stock Exchange Alternative Investment Market (“AIM”)) are generally valued at the last sale price on the exchange on which they are principally traded or, for NASDAQ and AIM securities, the official closing price. Securities traded on more than one securities exchange are valued at the last sale price or official closing price, as applicable, at the close of the exchange representing the principal market for such securities. Securities traded in the over-the-counter market are valued at the mean of the bid and the asked price, if available, and otherwise at their closing bid price. Redeemable securities issued by open-end investment companies shall be valued at the investment company’s applicable net asset value, with the exception of exchange-traded open-end investment companies which are priced as equity securities. Fixed income securities, swaps, currency-, credit- and commodity-linked notes, and other similar instruments will be valued using a pricing service. Fixed income securities having a remaining maturity of 60 days or less when purchased will be valued at cost adjusted for amortization of premiums and accretion of discounts, provided the Valuation Designee has determined that the use of amortized cost is an appropriate reflection of fair value given market and issuer specific conditions existing at the time of the determination. Deposit accounts are valued at acquisition cost. Foreign securities and other assets denominated in foreign currencies are translated into U.S. dollars at the exchange rate of such currencies against the U.S. dollar as provided by the pricing service. All assets denominated in foreign currencies will be converted into U.S. dollars at the exchange rates in effect at the time of valuation. Restricted securities (with the exception of Rule 144A Securities for which market quotations are available) will normally be valued at fair value as determined by the Valuation Designee.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

Exchange-traded option contracts (other than FLEX Option contracts) will be valued at the closing price in the market where such contracts are principally traded. If no closing price is available, they will be fair valued at the mean of their most recent bid and asked price, if available, and otherwise at their closing bid price. OTC options are fair valued at the mean of the most recent bid and asked price, if available, and otherwise at their closing bid price. FLEX Options will be valued at a model-based price provided by the exchange on which the option is traded at the official close of that exchange's trading date. If the exchange on which the option is traded is unable to provide a model price, FLEX Options prices will be provided by backup provider Super Derivatives. Otherwise, the value of a FLEX Option will be determined by the Valuation Designee in accordance with the Trust's valuation procedures.

If no quotation can be obtained from a pricing service, then the Valuation Designee will then attempt to obtain one or more broker quotes for the security. If no quotation is available from either a pricing service or one or more brokers or if the Valuation Designee has reason to question the reliability or accuracy of a quotation supplied or the use of amortized cost, the value of any portfolio security held by the Funds for which reliable market quotations are not readily available will be determined by the Valuation Designee in a manner that most appropriately reflects fair market value of the security on the valuation date. The use of a fair valuation method may be appropriate if, for example: (i) market quotations do not accurately reflect fair value of an investment; (ii) an investment's value has been materially affected by events occurring after the close of the exchange or market on which the investment is principally traded (for example, a foreign exchange or market); (iii) a trading halt closes an exchange or market early; or (iv) other events result in an exchange or market delaying its normal close.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

Fair Valuation Measurement:

FASB established a framework for measuring fair value in accordance with U.S. GAAP. Under ASC Topic 820, "Fair Value Measurement" ("ASC 820"), various inputs are used in determining the value of the Funds' investments. The inputs or methodology used for valuing securities are not necessarily an indication of the risk associated with investing in those securities. The three Levels of inputs of the fair value hierarchy are defined as follows:

- Level 1 – Unadjusted quoted prices in active markets for identical assets or liabilities that the Funds have the ability to access.
- Level 2 – Observable inputs other than quoted prices included in level 1 that are observable for the asset or liability, either directly or indirectly. These inputs may include quoted prices for the identical instrument on an inactive market, prices for similar instruments, interest rates, prepayment speeds, credit risk, yield curves, default rates and similar data.
- Level 3 – Unobservable inputs for the asset or liability, to the extent relevant observable inputs are not available, representing the Funds' own assumptions about the assumptions a market participant would use in valuing the asset or liability, and would be based on the best information available.

The availability of observable inputs can vary from security to security and is affected by a wide variety of factors, including, for example, the type of security, whether the security is new and not yet established in the marketplace, the liquidity of markets, and other characteristics particular to the security. To the extent that valuation is based on models or inputs that are less observable or unobservable in the market, the determination of fair value requires more judgement. Accordingly, the degree of judgement exercised in determining fair value is greatest for instruments categorized in Level 3.

The inputs used to measure fair value may fall into different levels of the fair value hierarchy. In such cases, for disclosure purposes, the level in the fair value hierarchy within which the fair value measurement falls in its entirety, is determined based on the lowest level input that is significant to the fair value measurement in its entirety.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

The following table summarizes valuation of the Funds' investments under the fair value hierarchy levels as of October 31, 2023:

BJAN

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 148,482,565	\$ -	\$ 148,482,565
Short Term Investments	351,726	-	-	351,726
Total Assets	<u>\$ 351,726</u>	<u>\$ 148,482,565</u>	<u>\$ -</u>	<u>\$ 148,834,291</u>
Liabilities				
Options Written.....	\$ -	\$ 275,924	\$ -	\$ 275,924
Total Liabilities	<u>\$ -</u>	<u>\$ 275,924</u>	<u>\$ -</u>	<u>\$ 275,924</u>

BFEB

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 100,375,635	\$ -	\$ 100,375,635
Short Term Investments	298,635	-	-	298,635
Total Assets	<u>\$ 298,635</u>	<u>\$ 100,375,635</u>	<u>\$ -</u>	<u>\$ 100,674,270</u>
Liabilities				
Options Written.....	\$ -	\$ 681,490	\$ -	\$ 681,490
Total Liabilities	<u>\$ -</u>	<u>\$ 681,490</u>	<u>\$ -</u>	<u>\$ 681,490</u>

BMAR

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 88,099,910	\$ -	\$ 88,099,910
Short Term Investments	223,245	-	-	223,245
Total Assets	<u>\$ 223,245</u>	<u>\$ 88,099,910</u>	<u>\$ -</u>	<u>\$ 88,323,155</u>
Liabilities				
Options Written.....	\$ -	\$ 728,590	\$ -	\$ 728,590
Total Liabilities	<u>\$ -</u>	<u>\$ 728,590</u>	<u>\$ -</u>	<u>\$ 728,590</u>

BAPR

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 153,197,311	\$ -	\$ 153,197,311
Short Term Investments	382,738	-	-	382,738
Total Assets	<u>\$ 382,738</u>	<u>\$ 153,197,311</u>	<u>\$ -</u>	<u>\$ 153,580,049</u>
Liabilities				
Options Written.....	\$ -	\$ 2,046,788	\$ -	\$ 2,046,788
Total Liabilities	<u>\$ -</u>	<u>\$ 2,046,788</u>	<u>\$ -</u>	<u>\$ 2,046,788</u>

BMAY

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 112,732,476	\$ -	\$ 112,732,476
Short Term Investments	321,370	-	-	321,370
Total Assets	<u>\$ 321,370</u>	<u>\$ 112,732,476</u>	<u>\$ -</u>	<u>\$ 113,053,846</u>
Liabilities				
Options Written.....	\$ -	\$ 2,033,363	\$ -	\$ 2,033,363
Total Liabilities	<u>\$ -</u>	<u>\$ 2,033,363</u>	<u>\$ -</u>	<u>\$ 2,033,363</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

BJUN

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 103,027,723	\$ -	\$ 103,027,723
Short Term Investments	259,779	-	-	259,779
Total Assets	<u>\$ 259,779</u>	<u>\$ 103,027,723</u>	<u>\$ -</u>	<u>\$ 103,287,502</u>
Liabilities				
Options Written.....	\$ -	\$ 2,187,564	\$ -	\$ 2,187,564
Total Liabilities	<u>\$ -</u>	<u>\$ 2,187,564</u>	<u>\$ -</u>	<u>\$ 2,187,564</u>

BJUL

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 352,775,745	\$ -	\$ 352,775,745
Short Term Investments	982,112	-	-	982,112
Total Assets	<u>\$ 982,112</u>	<u>\$ 352,775,745</u>	<u>\$ -</u>	<u>\$ 353,757,857</u>
Liabilities				
Options Written.....	\$ -	\$ 11,916,303	\$ -	\$ 11,916,303
Total Liabilities	<u>\$ -</u>	<u>\$ 11,916,303</u>	<u>\$ -</u>	<u>\$ 11,916,303</u>

BAUG

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 189,943,090	\$ -	\$ 189,943,090
Short Term Investments	493,584	-	-	493,584
Total Assets	<u>\$ 493,584</u>	<u>\$ 189,943,090</u>	<u>\$ -</u>	<u>\$ 190,436,674</u>
Liabilities				
Options Written.....	\$ -	\$ 8,276,882	\$ -	\$ 8,276,882
Total Liabilities	<u>\$ -</u>	<u>\$ 8,276,882</u>	<u>\$ -</u>	<u>\$ 8,276,882</u>

BSEP

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 185,387,137	\$ -	\$ 185,387,137
Short Term Investments	573,434	-	-	573,434
Total Assets	<u>\$ 573,434</u>	<u>\$ 185,387,137</u>	<u>\$ -</u>	<u>\$ 185,960,571</u>
Liabilities				
Options Written.....	\$ -	\$ 7,735,578	\$ -	\$ 7,735,578
Total Liabilities	<u>\$ -</u>	<u>\$ 7,735,578</u>	<u>\$ -</u>	<u>\$ 7,735,578</u>

BOCT

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 177,340,243	\$ -	\$ 177,340,243
Short Term Investments	469,884	-	-	469,884
Total Assets	<u>\$ 469,884</u>	<u>\$ 177,340,243</u>	<u>\$ -</u>	<u>\$ 177,810,127</u>
Liabilities				
Options Written.....	\$ -	\$ 6,471,826	\$ -	\$ 6,471,826
Total Liabilities	<u>\$ -</u>	<u>\$ 6,471,826</u>	<u>\$ -</u>	<u>\$ 6,471,826</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

BNOV

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 87,221,645	\$ -	\$ 87,221,645
Short Term Investments	184,270	-	-	184,270
Total Assets	<u>\$ 184,270</u>	<u>\$ 87,221,645</u>	<u>\$ -</u>	<u>\$ 87,405,915</u>
Liabilities				
Options Written.....	\$ -	\$ 3,485,629	\$ -	\$ 3,485,629
Total Liabilities	<u>\$ -</u>	<u>\$ 3,485,629</u>	<u>\$ -</u>	<u>\$ 3,485,629</u>

BDEC

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 95,853,155	\$ -	\$ 95,853,155
Short Term Investments	255,040	-	-	255,040
Total Assets	<u>\$ 255,040</u>	<u>\$ 95,853,155</u>	<u>\$ -</u>	<u>\$ 96,108,195</u>
Liabilities				
Options Written.....	\$ -	\$ 114,192	\$ -	\$ 114,192
Total Liabilities	<u>\$ -</u>	<u>\$ 114,192</u>	<u>\$ -</u>	<u>\$ 114,192</u>

PJAN

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 569,665,972	\$ -	\$ 569,665,972
Short Term Investments	1,500,104	-	-	1,500,104
Total Assets	<u>\$ 1,500,104</u>	<u>\$ 569,665,972</u>	<u>\$ -</u>	<u>\$ 571,166,076</u>
Liabilities				
Options Written.....	\$ -	\$ 1,317,161	\$ -	\$ 1,317,161
Total Liabilities	<u>\$ -</u>	<u>\$ 1,317,161</u>	<u>\$ -</u>	<u>\$ 1,317,161</u>

PFEB

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 444,111,360	\$ -	\$ 444,111,360
Short Term Investments	1,164,944	-	-	1,164,944
Total Assets	<u>\$ 1,164,944</u>	<u>\$ 444,111,360</u>	<u>\$ -</u>	<u>\$ 445,276,304</u>
Liabilities				
Options Written.....	\$ -	\$ 2,217,600	\$ -	\$ 2,217,600
Total Liabilities	<u>\$ -</u>	<u>\$ 2,217,600</u>	<u>\$ -</u>	<u>\$ 2,217,600</u>

PMAR

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 380,316,213	\$ -	\$ 380,316,213
Short Term Investments	985,305	-	-	985,305
Total Assets	<u>\$ 985,305</u>	<u>\$ 380,316,213</u>	<u>\$ -</u>	<u>\$ 381,301,518</u>
Liabilities				
Options Written.....	\$ -	\$ 3,619,924	\$ -	\$ 3,619,924
Total Liabilities	<u>\$ -</u>	<u>\$ 3,619,924</u>	<u>\$ -</u>	<u>\$ 3,619,924</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

PAPR

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 585,055,003	\$ -	\$ 585,055,003
Short Term Investments	1,578,793	-	-	1,578,793
Total Assets	<u>\$ 1,578,793</u>	<u>\$ 585,055,003</u>	<u>\$ -</u>	<u>\$ 586,633,796</u>
Liabilities				
Options Written.....	\$ -	\$ 6,481,111	\$ -	\$ 6,481,111
Total Liabilities	<u>\$ -</u>	<u>\$ 6,481,111</u>	<u>\$ -</u>	<u>\$ 6,481,111</u>

PMAV

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 464,975,208	\$ -	\$ 464,975,208
Short Term Investments	1,236,730	-	-	1,236,730
Total Assets	<u>\$ 1,236,730</u>	<u>\$ 464,975,208</u>	<u>\$ -</u>	<u>\$ 466,211,938</u>
Liabilities				
Options Written.....	\$ -	\$ 6,829,804	\$ -	\$ 6,829,804
Total Liabilities	<u>\$ -</u>	<u>\$ 6,829,804</u>	<u>\$ -</u>	<u>\$ 6,829,804</u>

PJUN

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 529,925,976	\$ -	\$ 529,925,976
Short Term Investments	1,411,836	-	-	1,411,836
Total Assets	<u>\$ 1,411,836</u>	<u>\$ 529,925,976</u>	<u>\$ -</u>	<u>\$ 531,337,812</u>
Liabilities				
Options Written.....	\$ -	\$ 9,588,111	\$ -	\$ 9,588,111
Total Liabilities	<u>\$ -</u>	<u>\$ 9,588,111</u>	<u>\$ -</u>	<u>\$ 9,588,111</u>

PJUL

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$1,019,991,113	\$ -	\$1,019,991,113
Short Term Investments	2,825,477	-	-	2,825,477
Total Assets	<u>\$ 2,825,477</u>	<u>\$1,019,991,113</u>	<u>\$ -</u>	<u>\$1,022,816,590</u>
Liabilities				
Options Written.....	\$ -	\$ 22,822,240	\$ -	\$ 22,822,240
Total Liabilities	<u>\$ -</u>	<u>\$ 22,822,240</u>	<u>\$ -</u>	<u>\$ 22,822,240</u>

PAUG

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 910,180,173	\$ -	\$ 910,180,173
Short Term Investments	2,511,653	-	-	2,511,653
Total Assets	<u>\$ 2,511,653</u>	<u>\$ 910,180,173</u>	<u>\$ -</u>	<u>\$ 912,691,826</u>
Liabilities				
Options Written.....	\$ -	\$ 25,858,203	\$ -	\$ 25,858,203
Total Liabilities	<u>\$ -</u>	<u>\$ 25,858,203</u>	<u>\$ -</u>	<u>\$ 25,858,203</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

PSEP

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 710,157,288	\$ -	\$ 710,157,288
Short Term Investments	2,103,088	-	-	2,103,088
Total Assets	\$ 2,103,088	\$ 710,157,288	\$ -	\$ 712,260,376
Liabilities				
Options Written.....	\$ -	\$ 20,560,853	\$ -	\$ 20,560,853
Total Liabilities	\$ -	\$ 20,560,853	\$ -	\$ 20,560,853

POCT

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 747,824,830	\$ -	\$ 747,824,830
Short Term Investments	2,066,438	-	-	2,066,438
Total Assets	\$ 2,066,438	\$ 747,824,830	\$ -	\$ 749,891,268
Liabilities				
Options Written.....	\$ -	\$ 23,759,683	\$ -	\$ 23,759,683
Total Liabilities	\$ -	\$ 23,759,683	\$ -	\$ 23,759,683

PNOV

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 648,009,321	\$ -	\$ 648,009,321
Short Term Investments	1,593,192	-	-	1,593,192
Total Assets	\$ 1,593,192	\$ 648,009,321	\$ -	\$ 649,602,513
Liabilities				
Options Written.....	\$ -	\$ 25,996,710	\$ -	\$ 25,996,710
Total Liabilities	\$ -	\$ 25,996,710	\$ -	\$ 25,996,710

PDEC

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 562,379,660	\$ -	\$ 562,379,660
Short Term Investments	1,536,793	-	-	1,536,793
Total Assets	\$ 1,536,793	\$ 562,379,660	\$ -	\$ 563,916,453
Liabilities				
Options Written.....	\$ -	\$ 322,334	\$ -	\$ 322,334
Total Liabilities	\$ -	\$ 322,334	\$ -	\$ 322,334

UJAN

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 116,126,887	\$ -	\$ 116,126,887
Short Term Investments	271,264	-	-	271,264
Total Assets	\$ 271,264	\$ 116,126,887	\$ -	\$ 116,398,151
Liabilities				
Options Written.....	\$ -	\$ 456,514	\$ -	\$ 456,514
Total Liabilities	\$ -	\$ 456,514	\$ -	\$ 456,514

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

UFEB

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 49,550,090	\$ -	\$ 49,550,090
Short Term Investments	103,444	-	-	103,444
Total Assets	<u>\$ 103,444</u>	<u>\$ 49,550,090</u>	<u>\$ -</u>	<u>\$ 49,653,534</u>
Liabilities				
Options Written.....	\$ -	\$ 161,354	\$ -	\$ 161,354
Total Liabilities	<u>\$ -</u>	<u>\$ 161,354</u>	<u>\$ -</u>	<u>\$ 161,354</u>

UMAR

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 45,285,114	\$ -	\$ 45,285,114
Short Term Investments	80,981	-	-	80,981
Total Assets	<u>\$ 80,981</u>	<u>\$ 45,285,114</u>	<u>\$ -</u>	<u>\$ 45,366,095</u>
Liabilities				
Options Written.....	\$ -	\$ 408,336	\$ -	\$ 408,336
Total Liabilities	<u>\$ -</u>	<u>\$ 408,336</u>	<u>\$ -</u>	<u>\$ 408,336</u>

UAPR

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 96,071,220	\$ -	\$ 96,071,220
Short Term Investments	240,111	-	-	240,111
Total Assets	<u>\$ 240,111</u>	<u>\$ 96,071,220</u>	<u>\$ -</u>	<u>\$ 96,311,331</u>
Liabilities				
Options Written.....	\$ -	\$ 713,880	\$ -	\$ 713,880
Total Liabilities	<u>\$ -</u>	<u>\$ 713,880</u>	<u>\$ -</u>	<u>\$ 713,880</u>

UMAY

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 61,974,112	\$ -	\$ 61,974,112
Short Term Investments	159,707	-	-	159,707
Total Assets	<u>\$ 159,707</u>	<u>\$ 61,974,112</u>	<u>\$ -</u>	<u>\$ 62,133,819</u>
Liabilities				
Options Written.....	\$ -	\$ 580,648	\$ -	\$ 580,648
Total Liabilities	<u>\$ -</u>	<u>\$ 580,648</u>	<u>\$ -</u>	<u>\$ 580,648</u>

UJUN

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 74,856,628	\$ -	\$ 74,856,628
Short Term Investments	172,803	-	-	172,803
Total Assets	<u>\$ 172,803</u>	<u>\$ 74,856,628</u>	<u>\$ -</u>	<u>\$ 75,029,431</u>
Liabilities				
Options Written.....	\$ -	\$ 878,416	\$ -	\$ 878,416
Total Liabilities	<u>\$ -</u>	<u>\$ 878,416</u>	<u>\$ -</u>	<u>\$ 878,416</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

UJUL

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 162,381,540	\$ -	\$ 162,381,540
Short Term Investments	450,069	-	-	450,069
Total Assets	<u>\$ 450,069</u>	<u>\$ 162,381,540</u>	<u>\$ -</u>	<u>\$ 162,831,609</u>
Liabilities				
Options Written.....	\$ -	\$ 1,113,084	\$ -	\$ 1,113,084
Total Liabilities	<u>\$ -</u>	<u>\$ 1,113,084</u>	<u>\$ -</u>	<u>\$ 1,113,084</u>

UAUG

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 345,679,938	\$ -	\$ 345,679,938
Short Term Investments	947,864	-	-	947,864
Total Assets	<u>\$ 947,864</u>	<u>\$ 345,679,938</u>	<u>\$ -</u>	<u>\$ 346,627,802</u>
Liabilities				
Options Written.....	\$ -	\$ 2,580,175	\$ -	\$ 2,580,175
Total Liabilities	<u>\$ -</u>	<u>\$ 2,580,175</u>	<u>\$ -</u>	<u>\$ 2,580,175</u>

USEP

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 90,177,236	\$ -	\$ 90,177,236
Short Term Investments	259,454	-	-	259,454
Total Assets	<u>\$ 259,454</u>	<u>\$ 90,177,236</u>	<u>\$ -</u>	<u>\$ 90,436,690</u>
Liabilities				
Options Written.....	\$ -	\$ 851,947	\$ -	\$ 851,947
Total Liabilities	<u>\$ -</u>	<u>\$ 851,947</u>	<u>\$ -</u>	<u>\$ 851,947</u>

UOCT

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 104,879,640	\$ -	\$ 104,879,640
Short Term Investments	269,013	-	-	269,013
Total Assets	<u>\$ 269,013</u>	<u>\$ 104,879,640</u>	<u>\$ -</u>	<u>\$ 105,148,653</u>
Liabilities				
Options Written.....	\$ -	\$ 1,835,160	\$ -	\$ 1,835,160
Total Liabilities	<u>\$ -</u>	<u>\$ 1,835,160</u>	<u>\$ -</u>	<u>\$ 1,835,160</u>

UNOV

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 31,171,558	\$ -	\$ 31,171,558
Short Term Investments	64,672	-	-	64,672
Total Assets	<u>\$ 64,672</u>	<u>\$ 31,171,558</u>	<u>\$ -</u>	<u>\$ 31,236,230</u>
Liabilities				
Options Written.....	\$ -	\$ 829,756	\$ -	\$ 829,756
Total Liabilities	<u>\$ -</u>	<u>\$ 829,756</u>	<u>\$ -</u>	<u>\$ 829,756</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

UDEC

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 69,552,541	\$ -	\$ 69,552,541
Short Term Investments	160,745	-	-	160,745
Total Assets	<u>\$ 160,745</u>	<u>\$ 69,552,541</u>	<u>\$ -</u>	<u>\$ 69,713,286</u>
Liabilities				
Options Written.....	\$ -	\$ 8,688	\$ -	\$ 8,688
Total Liabilities	<u>\$ -</u>	<u>\$ 8,688</u>	<u>\$ -</u>	<u>\$ 8,688</u>

APRD

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 847,353	\$ -	\$ 847,353
Short Term Investments	12,002	8,178,065	-	8,190,067
Total Assets	<u>\$ 12,002</u>	<u>\$ 9,025,418</u>	<u>\$ -</u>	<u>\$ 9,037,420</u>
Liabilities				
Options Written.....	\$ -	\$ 1,023,480	\$ -	\$ 1,023,480
Total Liabilities	<u>\$ -</u>	<u>\$ 1,023,480</u>	<u>\$ -</u>	<u>\$ 1,023,480</u>

APRH

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 2,362,138	\$ -	\$ 2,362,138
Short Term Investments	32,674	26,871,740	-	26,904,414
Total Assets	<u>\$ 32,674</u>	<u>\$ 29,233,878</u>	<u>\$ -</u>	<u>\$ 29,266,552</u>
Liabilities				
Options Written.....	\$ -	\$ 2,685,485	\$ -	\$ 2,685,485
Total Liabilities	<u>\$ -</u>	<u>\$ 2,685,485</u>	<u>\$ -</u>	<u>\$ 2,685,485</u>

APRJ

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 3,200,726	\$ -	\$ 3,200,726
Short Term Investments	96,166	49,013,859	-	49,110,025
Total Assets	<u>\$ 96,166</u>	<u>\$ 52,214,585</u>	<u>\$ -</u>	<u>\$ 52,310,751</u>
Liabilities				
Options Written.....	\$ -	\$ 3,528,644	\$ -	\$ 3,528,644
Total Liabilities	<u>\$ -</u>	<u>\$ 3,528,644</u>	<u>\$ -</u>	<u>\$ 3,528,644</u>

APRQ

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 1,611,353	\$ -	\$ 1,611,353
Short Term Investments	73,873	33,338,207	-	33,412,080
Total Assets	<u>\$ 73,873</u>	<u>\$ 34,949,560</u>	<u>\$ -</u>	<u>\$ 35,023,433</u>
Liabilities				
Options Written.....	\$ -	\$ 1,746,722	\$ -	\$ 1,746,722
Total Liabilities	<u>\$ -</u>	<u>\$ 1,746,722</u>	<u>\$ -</u>	<u>\$ 1,746,722</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

JULD

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 1,388,270	\$ -	\$ 1,388,270
Short Term Investments	4,672	5,116,237	-	5,120,909
Total Assets	\$ 4,672	\$ 6,504,507	\$ -	\$ 6,509,179
Liabilities				
Options Written.....	\$ -	\$ 1,655,344	\$ -	\$ 1,655,344
Total Liabilities	\$ -	\$ 1,655,344	\$ -	\$ 1,655,344

JULH

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 6,343,293	\$ -	\$ 6,343,293
Short Term Investments	35,174	26,017,762	-	26,052,936
Total Assets	\$ 35,174	\$ 32,361,055	\$ -	\$ 32,396,229
Liabilities				
Options Written.....	\$ -	\$ 7,207,539	\$ -	\$ 7,207,539
Total Liabilities	\$ -	\$ 7,207,539	\$ -	\$ 7,207,539

JULJ

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 5,091,383	\$ -	\$ 5,091,383
Short Term Investments	54,348	29,000,290	-	29,054,638
Total Assets	\$ 54,348	\$ 34,091,673	\$ -	\$ 34,146,021
Liabilities				
Options Written.....	\$ -	\$ 5,640,766	\$ -	\$ 5,640,766
Total Liabilities	\$ -	\$ 5,640,766	\$ -	\$ 5,640,766

JULQ

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 1,005,397	\$ -	\$ 1,005,397
Short Term Investments	5,408	8,158,470	-	8,163,878
Total Assets	\$ 5,408	\$ 9,163,867	\$ -	\$ 9,169,275
Liabilities				
Options Written.....	\$ -	\$ 1,095,659	\$ -	\$ 1,095,659
Total Liabilities	\$ -	\$ 1,095,659	\$ -	\$ 1,095,659

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

OCTD

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 862,241	\$ -	\$ 862,241
Short Term Investments	3,525	3,122,397	-	3,125,922
Total Assets	<u>\$ 3,525</u>	<u>\$ 3,984,638</u>	<u>\$ -</u>	<u>\$ 3,988,163</u>
Liabilities				
Options Written.....	\$ -	\$ 1,013,862	\$ -	\$ 1,013,862
Total Liabilities	<u>\$ -</u>	<u>\$ 1,013,862</u>	<u>\$ -</u>	<u>\$ 1,013,862</u>

OCTH

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 3,178,909	\$ -	\$ 3,178,909
Short Term Investments	12,998	11,103,134	-	11,116,132
Total Assets	<u>\$ 12,998</u>	<u>\$ 14,282,043</u>	<u>\$ -</u>	<u>\$ 14,295,041</u>
Liabilities				
Options Written.....	\$ -	\$ 3,566,808	\$ -	\$ 3,566,808
Total Liabilities	<u>\$ -</u>	<u>\$ 3,566,808</u>	<u>\$ -</u>	<u>\$ 3,566,808</u>

OCTJ

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 3,213,351	\$ -	\$ 3,213,351
Short Term Investments	20,381	14,024,439	-	14,044,820
Total Assets	<u>\$ 20,381</u>	<u>\$ 17,237,790</u>	<u>\$ -</u>	<u>\$ 17,258,171</u>
Liabilities				
Options Written.....	\$ -	\$ 3,532,278	\$ -	\$ 3,532,278
Total Liabilities	<u>\$ -</u>	<u>\$ 3,532,278</u>	<u>\$ -</u>	<u>\$ 3,532,278</u>

OCTQ

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 1,137,524	\$ -	\$ 1,137,524
Short Term Investments	9,057	6,652,530	-	6,661,587
Total Assets	<u>\$ 9,057</u>	<u>\$ 7,790,054</u>	<u>\$ -</u>	<u>\$ 7,799,111</u>
Liabilities				
Options Written.....	\$ -	\$ 1,234,002	\$ -	\$ 1,234,002
Total Liabilities	<u>\$ -</u>	<u>\$ 1,234,002</u>	<u>\$ -</u>	<u>\$ 1,234,002</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

EALT

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 12,652,785	\$ -	\$ 12,652,785
Short Term Investments	12,916	-	-	12,916
Total Assets	<u>\$ 12,916</u>	<u>\$ 12,652,785</u>	<u>\$ -</u>	<u>\$ 12,665,701</u>
Liabilities				
Options Written.....	\$ -	\$ 47,472	\$ -	\$ 47,472
Total Liabilities	<u>\$ -</u>	<u>\$ 47,472</u>	<u>\$ -</u>	<u>\$ 47,472</u>

ZALT

	Level 1	Level 2	Level 3	Total
Assets				
Purchased Options.....	\$ -	\$ 25,128,014	\$ -	\$ 25,128,014
Short Term Investments	31,712	-	-	31,712
Total Assets	<u>\$ 31,712</u>	<u>\$ 25,128,014</u>	<u>\$ -</u>	<u>\$ 25,159,726</u>
Liabilities				
Options Written.....	\$ -	\$ 256,804	\$ -	\$ 256,804
Total Liabilities	<u>\$ -</u>	<u>\$ 256,804</u>	<u>\$ -</u>	<u>\$ 256,804</u>

HOCT

	Level 1	Level 2	Level 3	Total
Assets				
Short Term Investments	\$ 18,319	\$ 2,439,053	\$ -	\$ 2,457,372
Total Assets	<u>\$ 18,319</u>	<u>\$ 2,439,053</u>	<u>\$ -</u>	<u>\$ 2,457,372</u>
Liabilities				
Options Written.....	\$ -	\$ 78,286	\$ -	\$ 78,286
Total Liabilities	<u>\$ -</u>	<u>\$ 78,286</u>	<u>\$ -</u>	<u>\$ 78,286</u>

LOCT

	Level 1	Level 2	Level 3	Total
Assets				
Short Term Investments	\$ 46,128	\$ 7,252,315	\$ -	\$ 7,298,443
Total Assets	<u>\$ 46,128</u>	<u>\$ 7,252,315</u>	<u>\$ -</u>	<u>\$ 7,298,443</u>
Liabilities				
Options Written.....	\$ -	\$ 158,760	\$ -	\$ 158,760
Total Liabilities	<u>\$ -</u>	<u>\$ 158,760</u>	<u>\$ -</u>	<u>\$ 158,760</u>

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

There were no Level 3 investments for the Funds during the year or period ended October 31, 2023.

Option Contracts:

In general, an option contract is an agreement between a buyer and seller that gives the purchaser of the option the right to buy or sell a particular asset at a specified future date at an agreed upon price (commonly known as the “strike price”).

The Funds invest primarily in FLEX Option contracts. FLEX Options are customized option contracts that trade on an exchange but provide investors with the ability to customize key contract terms like strike price, style and expiration date while achieving price discovery in competitive, transparent auctions markets and avoiding the counterparty exposure of over-the-counter options positions. Like traditional exchange-traded options, FLEX Options are guaranteed for settlement by the OCC, a market clearinghouse that guarantees performance by counterparties to certain derivatives contracts. The FLEX Options in which the Funds will invest are all European style options (options that are exercisable only on the expiration date). The FLEX Options are listed on the Chicago Board Options Exchange.

The Funds will purchase and sell call and put FLEX Options. In general, put options give the holder (i.e., the buyer) the right to sell an asset (or deliver the cash value of the index, in case of an index put option) and the seller (i.e., the writer) of the put has the obligation to buy the asset (or receive cash value of the index, in case of an index put option) at a certain defined price. Call options give the holder (i.e., the buyer) the right to buy an asset (or receive cash value of the index, in case of an index call option) and the seller (i.e., the writer) the obligation to sell the asset (or deliver cash value of the index, in case of an index call option) at a certain defined price.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

When the Funds purchase an option, an amount equal to the premium paid by the Funds are recorded as an investment and is subsequently adjusted to the current value of the option purchased. If an option expires on the stipulated expiration date or if the Funds enter into a closing sale transaction, a gain or loss is realized. If a call option is exercised, the cost of the security acquired is increased by the premium paid for the call. If a put option is exercised, a gain or loss is realized from the sale of the underlying security, and the proceeds from such sale are decreased by the premium originally paid. Purchased options are non-income producing securities.

When the Funds write an option, an amount equal to the premium received by the Funds are recorded as a liability and is subsequently adjusted to the current value of the option written. Premiums received from writing options that expire unexercised are treated by the Funds on the expiration date as realized gain from written options. The difference between the premium and the amount paid on effecting a closing purchase transaction, including brokerage commissions, is also treated as a realized gain, or if the premium is less than the amount paid for the closing purchase transaction, as a realized loss. If a call option is exercised, the premium is added to the proceeds from the sale of the underlying security in determining whether the Funds have realized a gain or loss. If a put option is exercised, the premium reduces the cost basis of the securities purchased by the Funds. The Funds, as writers of an option, bear the market risk of an unfavorable change in the price of the security underlying the written option.

All of the FLEX Option contracts held by the Funds are fully funded and cash settled, therefore balance sheet offsetting under U.S. GAAP does not apply.

The Funds bear the risk that the OCC will be unable or unwilling to perform its obligations under the FLEX Options contracts. In the unlikely event that the OCC becomes insolvent or is otherwise unable to meet its settlement obligations, the Funds could suffer significant losses. Additionally, FLEX Options may be less liquid than certain other securities such as standardized options. In less liquid market for the FLEX Options, the Funds may have difficulty closing out certain FLEX Options positions at desired times and prices. The Funds may experience substantial downside from specific FLEX Option positions and certain FLEX Option positions may expire worthless. The value of the underlying FLEX Options will be affected by, among others, changes in the value of the exchange, changes in interest rates, changes in the actual and implied volatility of the Index and the remaining time to until the FLEX Options expire. The value of the FLEX Options does not increase or decrease at the same rate as the level of the Index (although they generally move in the same direction). However, as a FLEX Option approaches its expiration date, its value typically increasingly moves with the value of the Index.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

The value of derivative instruments on the Statements of Assets and Liabilities for the Funds as of October 31, 2023 are as follows:

	Equity Risk - Call and Put Options not Accounted for as Hedging Instruments	
	Asset Derivatives	Liability Derivatives
	Investments, at value	Options written, at value
BJAN	\$ 148,482,565	\$ 275,924
BFEB.....	100,375,635	681,490
BMAR.....	88,099,910	728,590
BAPR.....	153,197,311	2,046,788
BMAY.....	112,732,476	2,033,363
BJUN.....	103,027,723	2,187,564
BJUL.....	352,775,745	11,916,303
BAUG.....	189,943,090	8,276,882
BSEP.....	185,387,137	7,735,578
BOCT.....	177,340,243	6,471,826
BNOV.....	87,221,645	3,485,629
BDEC.....	95,853,155	114,192
PJAN.....	569,665,972	1,317,161
PFEB.....	444,111,360	2,217,600
PMAR.....	380,316,213	3,619,924
PAPR.....	585,055,003	6,481,111
PMAY.....	464,975,208	6,829,804
PJUN.....	529,925,976	9,588,111
PJUL.....	1,019,991,113	22,822,240
PAUG.....	910,180,173	25,858,203
PSEP.....	710,157,288	20,560,853
POCT.....	747,824,830	23,759,683
PNOV.....	648,009,321	25,996,710
PDEC.....	562,379,660	322,334
UJAN.....	116,126,887	456,514
UFEB.....	49,550,090	161,354
UMAR.....	45,285,114	408,336
UAPR.....	96,071,220	713,880
UMAY.....	61,974,112	580,648
UJUN.....	74,856,628	878,416
UJUL.....	162,381,540	1,113,084
UAUG.....	345,679,938	2,580,175
USEP.....	90,177,236	851,947
UOCT.....	104,879,640	1,835,160
UNOV.....	31,171,558	829,756
UDEC.....	69,552,541	8,688
APRD.....	847,353	1,023,480
APRH.....	2,362,138	2,685,485
APRJ.....	3,200,726	3,528,644
APRQ.....	1,611,353	1,746,722
JULD.....	1,388,270	1,655,344
JULH.....	6,343,293	7,207,539
JULJ.....	5,091,383	5,640,766
JULQ.....	1,005,397	1,095,659
OCTD.....	862,241	1,013,862
OCTH.....	3,178,909	3,566,808
OCTJ.....	3,213,351	3,532,278
OCTQ.....	1,137,524	1,234,002
EALT.....	12,652,785	47,472
ZALT.....	25,128,014	256,804
HOCT.....	-	78,286
LOCT.....	-	158,760

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

The effect of derivative instruments on the Statements of Operations for the year or period ended October 31, 2023:

Equity Risk - Call and Put Options not Accounted for as Hedging Instruments				
Amount of Realized Gain/(Loss) on Derivatives Recognized in Income				
	Investments		Options written	
	Investments	in-kind	Options written	in-kind
BJAN	\$ (17,182,874)	\$ 13,659,539	\$ (6,486,285)	\$ 1,648,675
BFEB.....	(5,654,752)	2,007,642	2,647,205	2,873,869
BMAR.....	(5,504,604)	799,200	2,932,351	3,205,131
BAPR.....	(13,171,021)	6,743,143	4,693,752	3,723,542
BMAY.....	(10,507,864)	510,226	4,147,574	8,723,538
BJUN.....	(7,811,964)	6,402,150	81,109	7,143,208
BJUL.....	4,470,415	10,619,451	4,345,053	6,907,827
BAUG.....	(5,631,494)	14,325,990	250,417	7,201,507
BSEP.....	(510,879)	10,637,177	4,226,861	6,793,169
BOCT.....	(10,524,073)	29,758,058	1,767,551	11,755,947
BNOV.....	(1,735,397)	7,114,698	3,511,604	4,590,550
BDEC.....	(6,668,991)	3,789,711	1,134,269	3,736,164
PJAN.....	(45,521,911)	35,216,684	(1,689,754)	11,792,045
PFEB.....	(17,528,723)	12,457,220	8,083,483	12,808,151
PMAR.....	(16,020,239)	5,817,032	(25,910)	17,463,248
PAPR.....	(32,081,485)	20,748,498	706,124	20,362,689
PMAY.....	(31,421,610)	7,963,287	9,522,178	18,857,068
PJUN.....	(25,689,518)	11,534,281	13,014,543	11,556,431
PJUL.....	(13,285,053)	53,655,075	5,198,940	27,558,756
PAUG.....	(26,979,657)	56,149,951	399,677	30,515,171
PSEP.....	(25,790,271)	74,151,707	465,800	37,271,558
POCT.....	(7,768,789)	71,966,979	17,086,389	15,804,452
PNOV.....	(45,006,805)	65,283,952	1,428,399	44,899,384
PDEC.....	(21,010,646)	14,976,645	8,901,080	14,835,776
UJAN.....	(22,711,625)	14,766,406	1,929,468	6,032,635
UFEB.....	(4,571,272)	2,305,337	319,761	1,855,626
UMAR.....	(6,249,815)	3,205,910	(244,680)	2,550,172
UAPR.....	(4,361,880)	4,273,311	(5,225)	4,153,968
UMAY.....	(4,830,761)	5,204,694	922,233	3,348,795
UJUN.....	(4,833,741)	5,660,259	1,223,233	2,681,283
UJUL.....	3,068,658	3,368,240	365,014	1,427,915
UAUG.....	(4,164,269)	12,154,378	20,061	4,097,766
USEP.....	(4,469,009)	15,217,088	423,328	4,414,187
UOCT.....	2,258,239	11,003,413	1,592,926	545,555
UNOV.....	1,363,343	1,900,838	1,369,742	894,621
UDEC.....	(4,508,034)	3,207,925	888,042	3,187,176
APRD ^(a)	878	(77,886)	10,984	634,398
APRH ^(a)	(283,161)	(111,657)	1,097,880	704,045
APRJ ^(a)	12,736	(152,701)	784,785	969,363
APRQ ^(a)	(140,633)	(105,649)	975,555	921,582
JULD.....	-	-	-	-
JULH ^(a)	-	79,974	-	26,625
JULJ ^(a)	(8,457)	(21,875)	57,985	183,885
JULQ.....	-	-	-	-
OCTD.....	-	-	-	-
OCTH.....	-	-	-	-
OCTJ.....	-	-	-	-
OCTQ.....	-	-	-	-
EALT.....	-	-	-	-
ZALT.....	-	-	-	-
HOCT.....	-	-	-	-
LOCT.....	-	-	-	-

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

	Equity Risk - Call and Put Options not Accounted for as Hedging Instruments	
	Change in Unrealized	
	Appreciation/(Depreciation) on Derivatives	
	Recognized in Income	
	Investments	Options written
BJAN	\$ 13,020,590	\$ 11,705,141
BFEB	5,580,027	3,426,413
BMAR	8,099,959	1,634,300
BAPR	8,325,609	6,292,147
BMAY	7,722,886	(1,363,929)
BJUN	3,115,047	655,866
BJUL	(14,158,427)	(4,211,260)
BAUG	(3,870,251)	(1,931,848)
BSEP	(3,656,699)	(2,167,120)
BOCT	(11,926,216)	(555,582)
BNOV	(1,730)	(1,666)
BDEC	1,928,790	4,993,789
PJAN	42,462,618	21,408,179
PFEB	14,036,614	8,800,378
PMAR	25,014,282	3,920,450
PAPR	18,016,013	14,235,075
PMAY	16,699,605	320,063
PJUN	8,698,912	3,108,451
PJUL	(36,452,791)	2,031,405
PAUG	(24,047,957)	(2,023,460)
PSEP	(19,326,452)	(113,006)
POCT	(35,866,865)	9,508,350
PNOV	(28,420)	(28,154)
PDEC	4,807,940	18,505,173
UJAN	20,054,509	(3,353,264)
UFEB	4,917,823	(618,967)
UMAR	5,574,693	(1,164,982)
UAPR	3,302,124	(753,662)
UMAY	1,682,077	(1,541,267)
UJUN	1,238,641	(719,138)
UJUL	(8,314,708)	1,981,490
UAUG	(9,098,594)	870,993
USEP	(5,246,782)	701,936
UOCT	(7,330,768)	3,594,257
UNOV	2,821	2,873
UDEC	3,244,789	(714,665)
APRD ^(a)	(1,484,375)	1,132,946
APRH ^(a)	(6,755,831)	6,088,979
APRJ ^(a)	(10,070,184)	9,275,623
APRQ ^(a)	(5,860,446)	4,651,121
JULD ^(a)	241,897	(313,062)
JULH ^(a)	184,041	(466,288)
JULJ ^(a)	(790,368)	560,851
JULQ ^(a)	(152,657)	164,708
OCTD ^(a)	41,061	(55,451)
OCTH ^(a)	(84,242)	58,558
OCTJ ^(a)	(188,978)	167,702
OCTQ ^(a)	(114,510)	112,566
EALT	(362,619)	90,218
ZALT	(291,479)	252,399
HOCT ^(a)	-	(2,583)
LOCT ^(a)	-	(3,651)

^(a) Amount is included in the change in unrealized appreciation/(depreciation) on investments on the statement of operations.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

The average volume of derivative activity during the year or period ended October 31, 2023, is as follows:

	<u>Purchased Options</u>	<u>Options Written</u>
	Average Monthly Market Value	Average Monthly Market Value
BJAN	\$ 168,364,951	\$ (4,316,984)
BFEB	103,506,144	(2,925,892)
BMAR	93,015,252	(2,651,230)
BAPR	151,022,946	(4,952,062)
BMAY	139,480,474	(3,553,194)
BJUN	126,551,530	(3,223,347)
BJUL	218,305,565	(5,196,629)
BAUG	144,964,920	(3,771,505)
BSEP	171,259,339	(3,993,635)
BOCT	184,233,165	(4,796,073)
BNOV	119,514,486	(2,559,239)
BDEC	106,043,890	(2,363,944)
PJAN	627,993,852	(20,233,312)
PFEB	491,953,556	(15,039,391)
PMAR	381,000,671	(13,372,356)
PAPR	529,446,067	(17,102,934)
PMAY	488,665,157	(13,306,859)
PJUN	470,361,389	(13,223,580)
PJUL	662,095,891	(15,505,033)
PAUG	631,772,402	(12,875,627)
PSEP	625,822,022	(13,382,388)
POCT	572,173,187	(25,886,131)
PNOV	757,093,410	(18,343,679)
PDEC	638,862,582	(12,199,819)
UJAN	162,917,520	(5,115,899)
UFEB	72,673,648	(1,699,951)
UMAR	73,183,742	(2,108,274)
UAPR	140,506,474	(3,067,139)
UMAY	86,993,054	(1,756,958)
UJUN	87,564,756	(1,674,425)
UJUL	97,113,558	(1,736,889)
UAUG	136,891,779	(1,220,336)
USEP	107,719,100	(1,873,435)
UOCT	101,604,192	(5,693,624)
UNOV	51,515,836	(1,328,865)
UDEC	88,298,624	(1,252,496)
APRD	1,020,278	(1,199,067)
APRH	3,385,760	(3,780,523)
APRJ	4,839,198	(5,293,623)
APRQ	2,832,817	(3,058,505)
JULD	786,214	(929,510)
JULH	4,004,091	(4,506,935)
JULJ	3,549,956	(3,907,834)
JULQ	815,521	(887,909)
OCTD	593,549	(696,198)
OCTH	1,765,099	(1,978,222)
OCTJ	1,751,953	(1,923,568)
OCTQ	677,850	(733,193)
EALT	6,649,208	(26,744)
ZALT	12,890,977	(135,579)
HOCT	-	(57,203)
LOCT	-	(91,798)

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

Use of Estimates:

In preparing financial statements in conformity with U.S. GAAP, management is required to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities as of the date of the financial statements and the reported amounts of increases and decreases in net assets from operations during the reporting period. Actual results could differ from these estimates.

Guarantees and Indemnifications:

In the normal course of business, the Trust may enter into a contract with service providers that contain general indemnification clauses. The Trust's maximum exposure under these arrangements is unknown as this would involve future claims against the Trust that have not yet occurred. Based on experience, the Trust expects the risk of loss to be remote.

Tax Information:

The Funds are treated as separate entities for federal income tax purposes. The Funds intend to qualify as regulated investment companies ("RICs") under Subchapter M of the Internal Revenue Code of 1986, as amended (the "Internal Revenue Code"). To qualify and remain eligible for the special tax treatment accorded to RICs, the Funds must meet certain annual income and quarterly asset diversification requirements and must distribute annually at least 90% of the sum of (i) its investment company taxable income (which includes dividends, interest and net short-term capital gains) and (ii) certain net tax-exempt income, if any. If so qualified, the Funds will not be subject to federal income tax to the extent the Funds distribute substantially all of their net investment income and capital gains to shareholders.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

Management evaluates the Funds' tax positions to determine if the tax positions taken meet the minimum recognition threshold in connection with accounting for uncertainties in income tax positions taken or expected to be taken for the purposes of measuring and recognizing tax liabilities in the financial statements. Tax benefits associated with an uncertain tax position can be recognized only when the position is "more likely than not" to be sustained assuming examination by taxing authorities. Interest and penalties related to income taxes would be recorded as tax expense in the Statements of Operations. During the year or period ended October 31, 2023, the Funds did not incur any interest or penalties. The Funds' federal income tax returns are subject to examination by the Internal Revenue Service (IRS) for a period of three fiscal years after they are filed. State and local tax returns may be subject to examination for an additional fiscal year depending on the jurisdiction. As of October 31, 2023, the Funds did not have a liability for any unrecognized tax benefits. As of October 31, 2023, the Funds have no examinations in progress and management is not aware of any tax positions for which it is reasonably possible that the amounts of unrecognized tax benefits will significantly change in the next twelve months. The Funds are subject to examination by U.S. Federal tax authorities for all tax years since inception.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

U.S. GAAP requires that certain components of net assets be reclassified between distributable earnings/(accumulated deficit) and additional paid-in capital. These reclassifications have no effect on net assets or net asset value per share. For the year or period ended October 31, 2023, the Funds made the following permanent book-to-tax reclassifications due to deemed distributions, net operating losses, and redemption in-kind transactions:

	<u>Distributable Earnings/ (Accumulated Deficit)</u>	<u>Paid-In Capital</u>
BJAN	\$ (13,914,914)	\$ 13,914,914
BFEB.....	(4,111,440)	4,111,440
BMAR.....	(3,385,100)	3,385,100
BAPR.....	(9,528,348)	9,528,348
BMAY.....	(8,153,343)	8,153,343
BJUN.....	(12,969,100)	12,969,100
BJUL.....	(18,066,455)	18,066,455
BAUG.....	(20,689,527)	20,689,527
BSEP.....	(16,273,031)	16,273,031
BOCT.....	(40,509,079)	40,509,079
BNOV.....	(11,067,019)	11,067,019
BDEC.....	(6,828,938)	6,828,938
PJAN.....	(43,031,817)	43,031,817
PFEB.....	(23,278,290)	23,278,290
PMAR.....	(21,620,374)	21,620,374
PAPR.....	(38,901,551)	38,901,551
PMAY.....	(24,245,270)	24,245,270
PJUN.....	(21,064,155)	21,064,155
PJUL.....	(78,710,467)	78,710,467
PAUG.....	(84,496,631)	84,496,631
PSEP.....	(108,674,348)	108,674,348
POCT.....	(85,310,256)	85,310,256
PNOV.....	(107,933,226)	107,933,226
PDEC.....	(27,890,892)	27,890,892
UJAN.....	(18,703,881)	18,703,881
UFEB.....	(3,790,125)	3,790,125
UMAR.....	(5,367,819)	5,367,819
UAPR.....	(7,766,755)	7,766,755
UMAY.....	(7,995,165)	7,995,165
UJUN.....	(7,812,120)	7,812,120
UJUL.....	(4,372,782)	4,372,782
UAUG.....	(15,842,999)	15,842,999
USEP.....	(18,978,000)	18,978,000
UOCT.....	(10,917,563)	10,917,563
UNOV.....	(2,421,266)	2,421,266
UDEC.....	(6,022,789)	6,022,789
APRD.....	-	-
APRH.....	(180,954)	180,954
APRJ.....	(42,523)	42,523
APRQ.....	(191,812)	191,812
JULD.....	-	-
JULH.....	-	-
JULJ.....	-	-
JULQ.....	-	-
OCTD.....	-	-
OCTH.....	-	-
OCTJ.....	-	-
OCTQ.....	-	-
EALT.....	-	-
ZALT.....	-	-
HOCT.....	-	-
LOCT.....	-	-

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

Distributions to Shareholders:

Distributions to shareholders are recorded on the ex-dividend date. The Funds intend to pay out dividends from their net investment income, if any, annually. Distributions of net realized capital gains, if any, will be declared and paid at least annually by the Funds. The Funds may periodically make reclassifications among certain of its capital accounts as a result of the recognition and characterization of certain income and capital gain distributions determined annually in accordance with federal tax regulations which may differ from U.S. GAAP. Distributions that exceed earnings and profits for tax purposes are reported as return of capital.

Investment Transactions and Investment Income:

Investment transactions are recorded on the trade date. The Trust determines the gain or loss realized from investment transactions on the basis of identified cost. Dividend income, if any, is recognized on the ex-dividend date. Interest income, including accretion of discounts and amortization of premiums is recognized on an accrual basis using the effective yield method.

3. INVESTMENT ADVISOR AND OTHER AFFILIATES

Innovator Capital Management, LLC (the “Adviser”) acts as investment adviser to the Funds pursuant to an investment advisory agreement between the Trust and the Adviser with respect to the Funds (“Advisory Agreement”) and, pursuant to the Advisory Agreement, is responsible for the day-to-day management of the Funds.

Pursuant to the Advisory Agreement, EALT and ZALT each pay monthly the Adviser a unitary fee calculated daily based on the average daily net assets of the Fund at the annual rate of 0.69%. All other Innovator ETFs included in this report each, respectively, pay monthly the Adviser a unitary fee calculated daily based on the average daily net assets of each Fund at the annual rate of 0.79%. During the term of the Advisory Agreement, the Adviser pays all expenses of the Funds, including the cost of transfer agency, custody, fund administration, legal, audit, and other services and license fees, except for the fees paid under the Advisory Agreement, interest, taxes, brokerage commissions and other expenses connected with the execution of portfolio transactions, distribution and service fees payable pursuant to a Rule 12b-1 plan, if any, and extraordinary expenses.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

Milliman Financial Risk Management LLC (the “Sub-Adviser”) acts as sub-adviser to the Funds pursuant to a sub-advisory agreement between the Adviser and the Sub-Adviser with respect to the Funds (“Sub-Advisory Agreement”) and, pursuant to the Sub-Advisory Agreement, is responsible for execution of the Sub-Adviser’s strategy for each of the Funds. The Sub-Adviser is responsible for the day-to-day management of the Funds’ portfolios. Pursuant to the Sub-Advisory Agreement between the Adviser and the Sub-Adviser, the Adviser pays the Sub-Adviser a fee, based on the Funds’ average daily net assets, for the services and facilities it provides payable on a monthly basis.

Certain trustees and officers of the Trust are affiliated with the Adviser. Trustee compensation is paid for by the Adviser.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

4. INVESTMENT TRANSACTIONS

For the year or period ended October 31, 2023, there were no purchases or proceeds from long-term sales of investment securities.

For the year or period ended October 31, 2023, in-kind transactions associated with creations and redemptions were as follows:

	In-Kind Creations	In-Kind Redemptions
BJAN	\$ -	\$ 72,548,338
BFEB	-	32,674,227
BMAR	-	24,649,522
BAPR	-	30,782,360
BMAY	-	135,485,718
BJUN	-	302,816,290
BJUL	-	117,503,247
BAUG	-	171,803,248
BSEP	-	115,688,151
BOCT	870,378	227,267,084
BNOV	-	84,191,938
BDEC	-	20,440,845
PJAN	-	227,792,317
PFEB	-	213,107,729
PMAR	-	114,313,983
PAPR	-	126,650,287
PMAY	-	368,116,520
PJUN	11,925,792	227,678,974
PJUL	-	494,267,984
PAUG	-	571,284,454
PSEP	-	709,841,437
POCT	-	551,519,077
PNOV	-	814,562,775
PDEC	-	143,347,199
UJAN	-	162,704,041
UFEB	-	48,283,991
UMAR	-	73,279,145
UAPR	-	92,818,884
UMAY	-	96,522,702
UJUN	-	73,044,816
UJUL	-	44,994,020
UAUG	-	142,689,696
USEP	-	150,967,624
UOCT	-	74,359,485
UNOV	-	42,550,156
UDEC	-	70,121,325
APRD	-	582,172
APRH	-	612,129
APRJ	-	674,466
APRQ	-	706,095
JULD	-	-
JULH	-	676,588
JULJ	-	839,307
JULQ	-	-
OCTD	-	-
OCTH	-	-
OCTJ	-	-
OCTQ	-	-
EALT	-	-
ZALT	-	-
HOCT	-	-
LOCT	-	-

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

5. CREATION AND REDEMPTION TRANSACTIONS

There are an unlimited number of shares of beneficial interest (without par value) authorized by the Trust. Individual shares of the Funds may only be purchased and sold at market prices on the applicable Exchange through a broker-dealer. Such transactions may be subject to customary commission rates imposed by the broker-dealer, and market prices for the Funds' shares may be at, above or below its NAV depending on the premium or discount at which the Funds' shares trade.

The Funds issue and redeem shares on a continuous basis at NAV only in blocks of 25,000 shares, called "Creation Units." Creation Units are issued and redeemed principally for cash. Once created, shares generally trade in the secondary market at market prices that change throughout the day in amounts less than a Creation Unit. Except when aggregated in Creation Units, shares are not redeemable securities of the Funds. Shares of the Funds may only be purchased or redeemed by certain financial institutions ("Authorized Participants"). An Authorized Participant is either (i) a broker-dealer or other participant in the clearing process through the Continuous Net Settlement System of the National Securities Clearing Corporation or (ii) a DTC participant and, in each case, must have executed a Participant Agreement with the Distributor. A transaction fee is applicable to each transaction regardless of the number of units purchased or sold in the transaction. Each Fund, subject to approval by the Board of Trustees, may adjust transaction fees from time to time based upon actual experience. Additional charges received by the Funds, if any, are disclosed as Transaction Fees on the Statements of Changes in Net Assets. Most retail investors do not qualify as Authorized Participants nor have the resources to buy and sell whole Creation Units. Therefore, they are unable to purchase or redeem the shares directly from the Funds. Rather, most retail investors may purchase shares in the secondary market with the assistance of a broker and are subject to customary brokerage commissions or fees.

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

6. FEDERAL INCOME TAX INFORMATION

At October 31, 2023, the cost of investments including options written and net unrealized appreciation/(depreciation) for federal income tax purposes were as follows:

	Cost of Portfolio	Gross Unrealized Appreciation	Gross Unrealized Depreciation	Net Unrealized Appreciation / (Depreciation)
BJAN	\$ 137,059,150	\$ 20,812,252	\$ (9,313,035)	\$ 11,499,217
BFEB	96,840,870	6,882,101	(3,730,190)	3,151,911
BMAR	82,564,042	8,540,243	(3,509,720)	5,030,523
BAPR	146,990,591	9,231,210	(4,688,540)	4,542,670
BMAY	109,173,530	4,322,707	(2,475,753)	1,846,954
BJUN	100,381,217	2,176,727	(1,458,006)	718,721
BJUL	355,014,819	8,946,679	(22,119,945)	(13,173,266)
BAUG	192,570,582	7,015,022	(17,425,812)	(10,410,790)
BSEP	186,606,979	5,769,031	(14,151,018)	(8,381,987)
BOCT	173,756,153	1,806,979	(4,224,830)	(2,417,851)
BNOV	83,937,625	-	(17,340)	(17,340)
BDEC	92,390,982	9,676,140	(6,073,118)	3,603,022
PJAN	522,991,999	83,662,889	(36,805,974)	46,856,915
PFEB	428,877,600	30,762,359	(16,581,255)	14,181,104
PMAR	356,381,816	36,627,688	(15,327,910)	21,299,778
PAPR	562,086,495	35,718,059	(17,651,870)	18,066,189
PMAY	450,417,184	19,586,645	(10,621,695)	8,964,950
PJUN	516,547,354	12,194,189	(6,991,842)	5,202,347
PJUL	1,026,619,571	34,554,719	(61,179,940)	(26,625,221)
PAUG	924,453,041	41,337,685	(78,957,103)	(37,619,418)
PSEP	716,319,702	27,402,354	(52,022,533)	(24,620,179)
POCT	731,984,614	8,520,604	(14,373,634)	(5,853,030)
PNOV	623,733,615	-	(127,812)	(127,812)
PDEC	544,502,942	55,626,461	(36,535,283)	19,091,178
UJAN	106,495,340	15,548,624	(6,102,326)	9,446,298
UFEB	48,050,445	3,115,696	(1,673,962)	1,441,734
UMAR	43,423,514	3,045,033	(1,510,788)	1,534,245
UAPR	93,390,583	4,901,627	(2,694,760)	2,206,867
UMAY	60,855,411	2,073,620	(1,375,860)	697,760
UJUN	73,638,855	1,510,678	(998,518)	512,160
UJUL	166,930,179	4,578,810	(9,790,464)	(5,211,654)
UAUG	353,264,910	6,654,132	(15,871,415)	(9,217,283)
USEP	92,763,455	2,644,590	(5,823,301)	(3,178,711)
UOCT	104,395,659	1,237,322	(2,319,489)	(1,082,167)
UNOV	30,412,754	-	(6,279)	(6,279)
UDEC	69,508,262	4,227,478	(4,031,143)	196,335
APRD	8,035,754	-	(21,815)	(21,815)
APRH	26,665,467	-	(84,401)	(84,401)
APRJ	48,933,719	-	(151,612)	(151,612)
APRQ	33,397,885	-	(121,174)	(121,174)
JULD	4,855,627	-	(1,792)	(1,792)
JULH	25,198,573	-	(9,883)	(9,883)
JULJ	28,517,988	-	(12,732)	(12,732)
JULQ	8,076,278	-	(2,661)	(2,661)
OCTD	2,975,788	-	(1,489)	(1,489)
OCTH	10,733,603	-	(5,369)	(5,369)
OCTJ	13,732,763	-	(6,870)	(6,870)
OCTQ	6,567,725	-	(2,617)	(2,617)
EALT	12,890,630	118,574	(390,975)	(272,401)
ZALT	24,942,003	314,947	(354,027)	(39,080)
HOCT	2,382,334	2	(3,251)	(3,249)
LOCT	7,145,973	5	(6,296)	(6,291)

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

At October 31, 2023, the components of distributable earnings/(accumulated deficit) on a tax basis were as follows:

	Accumulated Capital and Other Losses	Undistributed Net Ordinary Income	Undistributed Capital Gains	Unrealized Appreciation / (Depreciation) on Investments	Total Distributable Earnings /(Accumulated Deficit)
BJAN	\$ (53,284,794)	\$ -	\$ -	\$ 11,499,217	\$ (41,785,577)
BFEB	(6,600,439)	-	-	3,151,911	(3,448,528)
BMAR	(5,934,809)	-	-	5,030,523	(904,286)
BAPR	(9,460,775)	-	-	4,542,670	(4,918,105)
BMAY	(11,992,691)	-	-	1,846,954	(10,145,737)
BJUN	(11,457,017)	-	-	718,721	(10,738,296)
BJUL	-	-	-	(13,173,266)	(13,173,266)
BAUG	(14,443,083)	-	-	(10,410,790)	(24,853,873)
BSEP	(7,229,864)	-	-	(8,381,987)	(15,611,851)
BOCT	(24,217,121)	-	-	(2,417,851)	(26,634,972)
BNOV	(9,614,832)	-	-	(17,340)	(9,632,172)
BDEC	(10,510,436)	-	-	3,603,022	(6,907,414)
PJAN	(121,036,870)	-	-	46,856,915	(74,179,955)
PFEB	(25,930,675)	-	-	14,181,104	(11,749,571)
PMAR	(27,061,174)	-	-	21,299,778	(5,761,396)
PAPR	(43,735,872)	-	-	18,066,189	(25,669,683)
PMAY	(41,360,956)	-	-	8,964,950	(32,396,006)
PJUN	(21,483,902)	-	-	5,202,347	(16,281,555)
PJUL	(27,402,632)	-	-	(26,625,221)	(54,027,853)
PAUG	(42,589,898)	-	-	(37,619,418)	(80,209,316)
PSEP	(40,426,660)	-	-	(24,620,179)	(65,046,839)
POCT	(23,018,611)	-	-	(5,853,030)	(28,871,641)
PNOV	(65,038,226)	-	-	(127,812)	(65,166,038)
PDEC	(19,758,915)	-	-	19,091,178	(667,737)
UJAN	(48,130,347)	-	-	9,446,298	(38,684,049)
UFEB	(7,153,574)	-	-	1,441,734	(5,711,840)
UMAR	(8,555,446)	-	-	1,534,245	(7,021,201)
UAPR	(8,772,581)	-	-	2,206,867	(6,565,714)
UMAY	(7,717,434)	-	-	697,760	(7,019,674)
UJUN	(4,926,629)	-	-	512,160	(4,414,469)
UJUL	(1,120,702)	-	-	(5,211,654)	(6,332,356)
UAUG	(7,846,593)	-	-	(9,217,283)	(17,063,876)
USEP	(9,440,865)	-	-	(3,178,711)	(12,619,576)
UOCT	(7,121,614)	-	-	(1,082,167)	(8,203,781)
UNOV	(3,540,129)	-	-	(6,279)	(3,546,408)
UDEC	(4,649,809)	-	-	196,335	(4,453,474)
APRD	-	-	-	(21,815)	(21,815)
APRH	-	-	62,309	(84,401)	(22,092)
APRJ	-	-	152,889	(151,612)	1,277
APRQ	-	-	-	(121,174)	(121,174)
JULD	(71,165)	-	-	(1,792)	(72,957)
JULH	(175,677)	-	-	(9,883)	(185,560)
JULJ	(17,925)	-	-	(12,732)	(30,657)
JULQ	-	-	6,532	(2,661)	3,871
OCTD	(14,390)	8,482	-	(1,489)	(7,397)
OCTH	(25,685)	30,715	-	(5,369)	(339)
OCTJ	(21,276)	36,958	-	(6,870)	8,812
OCTQ	(1,943)	22,204	-	(2,617)	17,644
EALT	(3,740)	-	-	(272,401)	(276,141)
ZALT	(7,047)	-	-	(39,080)	(46,127)
HOCT	-	-	-	(3,249)	(3,249)
LOCT	-	-	-	(6,291)	(6,291)

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

Certain qualified late year ordinary losses incurred after December 31, and within the current taxable year, are deemed to arise on the first business day of the next taxable year. At October 31, 2023, the Funds deferred the following qualified late year ordinary losses:

	Late Year Ordinary Losses
BJAN	\$ 1,090,250
BFEB	692,339
BMAR	608,574
BAPR	983,506
BMAY	869,890
BJUN	858,025
BJUL	-
BAUG	941,895
BSEP	1,081,859
BOCT	1,134,587
BNOV	750,796
BDEC	697,267
PJAN	4,143,857
PFEB	3,333,679
PMAR	2,505,735
PAPR	3,500,223
PMAY	3,147,932
PJUN	3,051,389
PJUL	4,223,860
PAUG	4,130,121
PSEP	3,944,937
POCT	3,349,750
PNOV	4,806,760
PDEC	4,337,990
UJAN	938,242
UFEB	481,005
UMAR	474,702
UAPR	941,746
UMAY	554,340
UJUN	545,892
UJUL	617,894
UAUG	827,442
USEP	644,032
UOCT	607,225
UNOV	312,440
UDEC	598,852
APRD	-
APRH	-
APRJ	-
APRQ	-
JULD	-
JULH	-
JULJ	-
JULQ	-
OCTD	-
OCTH	-
OCTJ	-
OCTQ	-
EALT	3,740
ZALT	7,047
HOCT	-
LOCT	-

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

At October 31, 2023, for federal income tax purposes, the Funds had capital loss carryforwards available to offset future capital gains for an unlimited period as indicated below:

	Indefinite Short-Term	Indefinite Long-Term
BJAN	\$ 52,194,541	\$ -
BFEB.....	5,908,099	-
BMAR.....	5,326,235	-
BAPR.....	8,477,269	-
BMAY.....	11,122,800	-
BJUN.....	10,598,992	-
BJUL.....	-	-
BAUG.....	13,501,188	-
BSEP.....	6,148,005	-
BOCT.....	23,082,534	-
BNOV.....	8,864,039	-
BDEC.....	9,813,170	-
PJAN.....	116,893,013	-
PFEB.....	22,596,994	-
PMAR.....	24,555,438	-
PAPR.....	40,235,650	-
PMAY.....	38,213,024	-
PJUN.....	18,432,514	-
PJUL.....	23,178,772	-
PAUG.....	38,459,777	-
PSEP.....	36,481,722	-
POCT.....	19,668,861	-
PNOV.....	60,231,466	-
PDEC.....	15,420,925	-
UJAN.....	47,192,106	-
UFEB.....	6,672,569	-
UMAR.....	8,080,743	-
UAPR.....	7,830,835	-
UMAY.....	7,163,093	-
UJUN.....	4,380,738	-
UJUL.....	502,809	-
UAUG.....	7,019,151	-
USEP.....	8,796,831	-
UOCT.....	6,514,389	-
UNOV.....	3,227,688	-
UDEC.....	4,050,958	-
APRD.....	-	-
APRH.....	-	-
APRJ.....	-	-
APRQ.....	-	-
JULD.....	28,466	42,699
JULH.....	70,288	105,389
JULJ.....	7,155	10,770
JULQ.....	-	-
OCTD.....	5,756	8,634
OCTH.....	10,274	15,411
OCTJ.....	8,510	12,766
OCTQ.....	777	1,166
EALT.....	-	-
ZALT.....	-	-
HOCT.....	-	-
LOCT.....	-	-

INNOVATOR ETFs TRUST

Notes to Financial Statements (Continued)

To the extent that these loss carryforwards are utilized, capital gains so offset will not be distributed to shareholders. During the current tax year ended October 31, 2023, the following capital loss carryforwards available were utilized:

	Capital Loss Carryforwards Utilized
BJUL	\$ 5,946,425
BSEP	3,715,982
BNOV	1,776,207
POCT	9,317,600
UJUL	3,433,672
UOCT	3,851,165
UNOV	2,733,085

All other Funds did not utilize any capital loss carryforwards during the fiscal year ended October 31, 2023.

The tax character of the distributions paid by the Funds during the fiscal year ended October 31, 2023 were as follows:

	Distributions paid from:			Total Distributions Paid
	Net Ordinary Income	Net Long-Term Capital Gains	Return of Capital	
APRD	\$ 283,107	\$ 130,166	\$ 56,909	\$ 470,182
APRH	879,416	200,890	-	1,080,306
APRJ	1,370,756	296,362	-	1,667,118
APRQ	946,128	73,106	-	1,019,234
JULD	56,707	-	34,284	90,991
JULH	305,873	-	164,147	470,020
JULJ	353,370	-	65,989	419,359
JULQ	114,234	699	-	114,933
HOCT	6,351	-	8,763	15,114
LOCT	17,869	-	18,403	36,272

All other Funds did not pay any distributions during the fiscal year ended October 31, 2023, and no Funds paid distributions during the fiscal year ended October 31, 2022.

7. SUBSEQUENT EVENT

Management has evaluated the impact of all subsequent events of the Funds through the date of the financial statements were issued, and has determined that there were no subsequent events requiring recognition or disclosure in the financial statements.

INNOVATOR ETFs TRUST

Report of Independent Registered Public Accounting Firm

To the Shareholders and Board of Trustees of Innovator ETFs Trust

Opinion on the Financial Statements

We have audited the accompanying statements of assets and liabilities, including the schedules of investments and options written, of Innovator U.S. Equity Buffer ETF - January, Innovator U.S. Equity Buffer ETF - February, Innovator U.S. Equity Buffer ETF - March, Innovator U.S. Equity Buffer ETF - April, Innovator U.S. Equity Buffer ETF - May, Innovator U.S. Equity Buffer ETF - June, Innovator U.S. Equity Buffer ETF - July, Innovator U.S. Equity Buffer ETF - August, Innovator U.S. Equity Buffer ETF - September, Innovator U.S. Equity Buffer ETF - October, Innovator U.S. Equity Buffer ETF - November, Innovator U.S. Equity Buffer ETF - December, Innovator U.S. Equity Power Buffer ETF - January, Innovator U.S. Equity Power Buffer ETF - February, Innovator U.S. Equity Power Buffer ETF - March, Innovator U.S. Equity Power Buffer ETF - April, Innovator U.S. Equity Power Buffer ETF - May, Innovator U.S. Equity Power Buffer ETF - June, Innovator U.S. Equity Power Buffer ETF - July, Innovator U.S. Equity Power Buffer ETF - August, Innovator U.S. Equity Power Buffer ETF - September, Innovator U.S. Equity Power Buffer ETF - October, Innovator U.S. Equity Power Buffer ETF - November, Innovator U.S. Equity Power Buffer ETF - December, Innovator U.S. Equity Ultra Buffer ETF - January, Innovator U.S. Equity Ultra Buffer ETF - February, Innovator U.S. Equity Ultra Buffer ETF - March, Innovator U.S. Equity Ultra Buffer ETF - April, Innovator U.S. Equity Ultra Buffer ETF - May, Innovator U.S. Equity Ultra Buffer ETF - June, Innovator U.S. Equity Ultra Buffer ETF - July, Innovator U.S. Equity Ultra Buffer ETF - August, Innovator U.S. Equity Ultra Buffer ETF - September, Innovator U.S. Equity Ultra Buffer ETF - October, Innovator U.S. Equity Ultra Buffer ETF - November, Innovator U.S. Equity Ultra Buffer ETF - December, Innovator Premier Income 10 Barrier ETF - April, Innovator Premier Income 20 Barrier ETF - April, Innovator Premier Income 30 Barrier ETF - April, Innovator Premier Income 40 Barrier ETF - April, Innovator Premier Income 10 Barrier ETF - July, Innovator Premier Income 20 Barrier ETF - July, Innovator Premier Income 30 Barrier ETF - July, Innovator Premier Income 40 Barrier ETF - July, Innovator Premier Income 10 Barrier ETF - October, Innovator Premier Income 20 Barrier ETF - October, Innovator Premier Income 30 Barrier ETF - October, Innovator Premier Income 40 Barrier ETF - October, Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly, Innovator U.S. Equity 10 Buffer ETF - Quarterly, Innovator Premium Income 9 Buffer ETF - October, and Innovator Premium Income 15 Buffer ETF - October (the "Funds"), each a series of Innovator ETFs Trust, as of October 31, 2023, the related statements of operations, the statements of changes in net assets, the related notes, and the financial highlights for each of the periods indicated below (collectively referred to as the "financial statements"). In our opinion, the financial statements present fairly, in all material respects, the financial position of each of the Funds as of October 31, 2023, the results of their operations, the changes

INNOVATOR ETFs TRUST

in net assets, and the financial highlights for each of the periods indicated below in conformity with accounting principles generally accepted in the United States of America.

Fund Name	Statements of Operations	Statement(s) of Changes in Net Assets	Financial Highlights
Innovator U.S. Equity Buffer – July, Innovator U.S. Equity Power Buffer ETF – July, Innovator U.S. Equity Ultra Buffer ETF – July, Innovator U.S. Equity Buffer ETF – October, Innovator U.S. Equity Power Buffer ETF – October, and Innovator U.S. Equity Ultra Buffer ETF – October	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022, 2021 and 2020, and 2019
Innovator U.S. Equity Buffer ETF – January, Innovator U.S. Equity Power Buffer ETF – January, and Innovator U.S. Equity Ultra Buffer ETF – January	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022, 2021 and 2020, and for the period from December 31, 2018 (commencement of operations) through October 31, 2019
Innovator U.S. Equity Buffer ETF – April, Innovator U.S. Equity Power Buffer ETF – April, and Innovator U.S. Equity Ultra Buffer ETF – April	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022, 2021 and 2020, and for the period from March 29, 2019 (commencement of operations) through October 31, 2019

INNOVATOR ETFs TRUST

Fund Name	Statements of Operations	Statement(s) of Changes in Net Assets	Financial Highlights
Innovator U.S. Equity Buffer ETF – June, Innovator U.S. Equity Power Buffer ETF – June, and Innovator U.S. Equity Ultra Buffer ETF – June	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022, 2021 and 2020, and for the period from May 31, 2019 (commencement of operations) through October 31, 2019
Innovator U.S. Equity Buffer ETF – August, Innovator U.S. Equity Power Buffer ETF – August, and Innovator U.S. Equity Ultra Buffer ETF – August	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022, 2021 and 2020, and for the period from July 31, 2019 (commencement of operations) through October 31, 2019
Innovator U.S. Equity Buffer ETF – September, Innovator U.S. Equity Power Buffer ETF – September, and Innovator U.S. Equity Ultra Buffer ETF – September	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022, 2021 and 2020, and for the period from August 30, 2019 (commencement of operations) through October 31, 2019

INNOVATOR ETFs TRUST

Fund Name	Statements of Operations	Statement(s) of Changes in Net Assets	Financial Highlights
Innovator U.S. Equity Buffer ETF – November, Innovator U.S. Equity Power Buffer ETF – November, and Innovator U.S. Equity Ultra Buffer ETF – November	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022, 2021 and 2020, and for the period from October 31, 2019 (commencement of operations) through October 31, 2019
Innovator U.S. Equity Buffer ETF – December, Innovator U.S. Equity Power Buffer ETF – December, and Innovator U.S. Equity Ultra Buffer ETF – December	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022 and 2021, and for the period from November 29, 2019 (commencement of operations) through October 31, 2020
Innovator U.S. Equity Buffer ETF – February, Innovator U.S. Equity Power Buffer ETF – February, and Innovator U.S. Equity Ultra Buffer ETF – February	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022 and 2021, and for the period from January 31, 2020 (commencement of operations) through October 31, 2020

INNOVATOR ETFs TRUST

Fund Name	Statements of Operations	Statement(s) of Changes in Net Assets	Financial Highlights
Innovator U.S. Equity Buffer ETF – March, Innovator U.S. Equity Power Buffer ETF – March, and Innovator U.S. Equity Ultra Buffer ETF – March	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022 and 2021, and for the period from February 28, 2020 (commencement of operations) through October 31, 2020
Innovator U.S. Equity Buffer ETF – May, Innovator U.S. Equity Power Buffer ETF – May, and Innovator U.S. Equity Ultra Buffer ETF – May	For the year ended October 31, 2023	For the years ended October 31, 2023 and 2022	For the years ended October 31, 2023, 2022 and 2021, and for the period from April 30, 2020 (commencement of operations) through October 31, 2020
Innovator Premium Income 10 Barrier ETF – April, Innovator Premium Income 20 Barrier ETF – April, Innovator Premium Income 30 Barrier ETF – April, and Innovator Premium Income 40 Barrier ETF – April	For the period from March 31, 2023 (commencement of operations) through October 31, 2023		

INNOVATOR ETFs TRUST

Fund Name	Statements of Operations	Statement(s) of Changes in Net Assets	Financial Highlights
Innovator Premium Income 10 Barrier ETF – July, Innovator Premium Income 20 Barrier ETF – July, Innovator Premium Income 30 Barrier ETF – July, and Innovator Premium Income 40 Barrier ETF – July		For the period from June 30, 2023 (commencement of operations) through October 31, 2023	
Innovator Premium Income 10 Barrier ETF – October, Innovator Premium Income 20 Barrier ETF – October, Innovator Premium Income 30 Barrier ETF – October, Innovator Premium Income 40 Barrier ETF – October, Innovator U.S. Equity 5 to 15 Buffer ETF – Quarterly, Innovator U.S. Equity 10 Buffer ETF – Quarterly, Innovator Premier Income 9 Buffer ETF – October, and Innovator Premier Income 15 Buffer ETF – October		For the period from September 29, 2023 (commencement of operations) through October 31, 2023	

INNOVATOR ETFs TRUST

Basis for Opinion

These financial statements are the responsibility of the Funds' management. Our responsibility is to express an opinion on the Funds' financial statements based on our audits. We are a public accounting firm registered with the Public Company Accounting Oversight Board (United States) ("PCAOB") and are required to be independent with respect to the Funds in accordance with the U.S. federal securities laws and the applicable rules and regulations of the Securities and Exchange Commission and the PCAOB.

We conducted our audits in accordance with the standards of the PCAOB. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement whether due to error or fraud.

Our audits included performing procedures to assess the risks of material misstatement of the financial statements, whether due to error or fraud, and performing procedures that respond to those risks. Such procedures included examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements. Our procedures included confirmation of securities owned as of October 31, 2023, by correspondence with the custodian and brokers; when replies were not received from brokers, we performed other auditing procedures. Our audits also included evaluating the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audits provide a reasonable basis for our opinion.

We have served as the auditor of one or more of Innovator Capital Management, LLC's investment companies since 2017.



COHEN & COMPANY, LTD.
Milwaukee, Wisconsin
December 22, 2023

INNOVATOR ETFs TRUST

Trustees and Officers (Unaudited)

<i>Name, Address and Year of Birth</i>	<i>Position with the Trust</i>	<i>Length of Time Served*</i>	<i>Principal Occupation(s) During Past 5 Years</i>	<i>Number of Portfolios in Fund Complex^(a) Overseen by Trustee or Officer</i>	<i>Other Directorships Held by Trustee or Officer in the Past Five Years</i>
Independent Trustees					
Mark Berg 109 N. Hale Street, Wheaton, IL 60187 Year of Birth: 1971	Trustee	Since 2017	Founding Principal (2001-present), Chief Executive Officer (2019-present), President (2001-2019), Timothy Financial Counsel, Inc.	107	Tortazo, LLC (2018-present)
Joe Stowell 109 N. Hale Street, Wheaton, IL 60187 Year of Birth: 1968	Trustee	Since 2017	Chief Operating Officer, Woodmen Valley Chapel (2015-present).	107	Board of Advisors, Westmont College (2016-2021).
Brian J. Wildman 109 N. Hale Street, Wheaton, IL 60187 Year of Birth: 1963	Trustee	Since 2017	President, Timothy Financial Counsel, Inc. (2019-present); Executive Vice President, Consumer Banking (2016-2019), Chief Risk Officer (2013-2016), MB Financial Bank.	107	Missionary Furlough Homes, Inc. (2008-2022); MB Financial Bank (2003-2019).

INNOVATOR ETFs TRUST

Trustees and Officers (Unaudited) (Continued)

Interested Trustee & Officer					
H. Bruce Bond ^(b) 109 N. Hale Street, Wheaton, IL 60187 Year of Birth: 1963	Interested Trustee, President and Principal Executive Officer	Since 2017	Chief Executive Officer, Innovator Capital Management, LLC (2017-present).	107	None
Officers					
John W. Southard, Jr. 109 N. Hale Street, Wheaton, IL 60187 Year of Birth: 1969	Vice President, Secretary and Assistant Treasurer	Since 2017	Chief Investment Officer, Innovator Capital Management, LLC (2017-present); Director and Co-Founder, T2 Capital Management, LLC (2010-present).	107	Independent Trustee, ETF Managers Group, LLC (2012-2018)
Kathleen Meyer 109 N. Hale Street Wheaton, IL 60187 Year of Birth: 1964	Vice President, Treasurer and Principal Financial Accounting Officer	Since 2022	Chief Financial Officer, Innovator Capital Management, LLC (2018-present)	107	None
Kevin P. Hourihan 3 Canal Plaza 3 rd Floor Portland, ME 04101 Year of Birth: 1978	Chief Compliance Officer and Anti-Money Laundering Officer	Since 2023	Senior Principal Consultant, Fund Chief Compliance Officer, ACA Global, LLC (since 2022); Chief Compliance Officer, Ashmore Funds (2017-2022); Chief Compliance Officer, Ashmore Investment Management (US) Corp (2014-2022); Chief Compliance Officer, Ashmore Equities Investment Management (2015-2019).	107	None

* The Funds' Trustees serve for an indefinite term until their resignation, death or removal. The Funds' officers are elected annually by the Board and serve at the Board's pleasure.

^(a) The Fund Complex includes the Funds, each series of Innovator ETFs Trust.

^(b) H. Bruce Bond is deemed to be an interested person of the Trust (as defined in the 1940 Act) because of his affiliation with the Adviser.

The Statement of Additional Information includes additional information about the Trustees and is available upon request, without charge, by calling 1-877-386-3890.

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited)

BOARD CONSIDERATIONS REGARDING APPROVAL OF INVESTMENT MANAGEMENT AGREEMENT AND INVESTMENT SUB-ADVISORY AGREEMENT FOR THE FOLLOWING INNOVATOR FUNDS:

Innovator U.S. Equity Buffer ETF – January, February, March, April, May, June, July, August, September, October, November, December

Innovator U.S. Equity Power Buffer ETF – January, February, March, April, May, June, July, August, September, October, November, December

Innovator U.S. Equity Ultra Buffer ETF – January, February, March, April, May, June, July, August, September, October, November, December

At a quarterly Board meeting held on June 16, 2023, the Trust's Board considered approval of the Advisory Agreement with Innovator Capital Management, LLC (the "Adviser"), on behalf of the Innovator U.S. Equity Buffer ETF – January, February, March, April, May, June, July, August, September, October, November, December, Innovator U.S. Equity Power Buffer ETF – January, February, March, April, May, June, July, August, September, October, November, December and Innovator U.S. Equity Ultra Buffer ETF – January, February, March, April, May, June, July, August, September, October, November, December ETFs (the "Funds"), and the Sub-Advisory Agreement among the Trust, on behalf of the Funds, the Adviser and Milliman Financial Risk Management LLC ("Milliman" or the "Sub-Adviser"), for an additional year term. The Board determined that the agreements were in the best interests of the Funds in light of the extent and quality of the services provided and such other matters as the Board considered to be relevant in the exercise of its reasonable business judgment.

To reach this determination, the Board considered its duties under the Investment Company Act of 1940, as amended (the "1940 Act"), as well as under the general principles of state law in reviewing and approving advisory contracts; the requirements of the 1940 Act in such matters; the fiduciary duty of investment advisers with respect to advisory agreements and compensation; the standards used by courts in determining whether investment company boards have fulfilled their duties; and the factors to be considered by the Board in voting on such agreements. To assist the Board in its evaluation of the agreements, the Independent Trustees received a separate report from each of the Adviser and the Sub-Adviser in advance of the Meeting responding to a request for information provided on behalf of the Independent Trustees that, among other things, outlined the services provided by the Adviser and the Sub-Adviser to the Funds (including the relevant personnel responsible for these services and their experience); the unitary fee rate payable by each Fund as compared to fees charged to peer groups of the Funds and as compared to fees charged to other clients of the Adviser and the Sub-Adviser, including other ETFs managed by the Adviser and the Sub-Adviser; the expenses of the Funds as compared to expense

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited) (Continued)

ratios of the funds in the respective Fund's peer group; the nature of the expenses incurred in providing services to the Funds and the potential for economies of scale, if any; financial data on the Adviser and the Sub-Adviser; any fall-out benefits accruing to the Adviser or the Sub-Adviser; and information on the Adviser's and the Sub-Adviser's compliance programs. The Independent Trustees also met separately with their Independent Counsel to discuss the information provided by the Adviser and the Sub-Adviser. The Board applied its business judgment to determine whether the arrangements between the Trust and the Adviser and among the Trust, the Adviser and the Sub-Adviser are reasonable business arrangements from each Fund's perspective as well as from the perspective of each Fund's shareholders.

In evaluating whether to approve the agreements, the Board applied its business judgment and considered the nature, extent and quality of the services provided by the Adviser and Milliman pursuant to the agreements. With respect to the investment management agreement, the Board considered that the Adviser is responsible for the overall management and administration of the Funds and reviewed all of the services provided by the Adviser to the Funds, including oversight of Milliman, as well as the background and experience of the persons responsible for such services. The Board noted that the Adviser oversees Milliman's day-to-day management of each of the Fund's investments, including portfolio risk monitoring and performance review. In reviewing the services provided, the Board noted the compliance program that had been developed by the Adviser included an adequate program for monitoring the Adviser's, Milliman's and each Fund's compliance with the 1940 Act, as well as each Fund's compliance with its investment objective and policies. With respect to the sub-advisory agreement, the Board reviewed the materials provided by Milliman and noted the background and experience of Milliman's portfolio management team and Milliman's investment style. In light of the information presented and the considerations made, the Board concluded that the nature, extent, and quality of the services provided to the Funds by the Adviser and Milliman under the agreements were expected to be satisfactory.

The Board considered the historical investment performance of each of the Funds (where applicable) for the respective one, three and five-year periods ended March 31, 2023 including NAV, market, and respective index returns.

The Board considered the unitary fee rate or management fee rate, as applicable, currently paid by each Fund under the investment management agreement for the services provided.

The Board noted that the Adviser is responsible for the Funds' expenses, including the cost of transfer agency, custody, fund administration, legal, audit and other services and license fees (if any), but excluding the fee payment under the investment management agreement, interest, taxes, brokerage commissions

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited) (Continued)

and other expenses connected with the execution of portfolio transactions, and extraordinary expenses. The Board received and reviewed information for the Funds showing the advisory fee rates and expense ratios of the funds comprising of each Fund's peer group, as well as advisory fee rates charged by the Adviser and Milliman to other funds (including ETFs) and non-fund clients, as applicable.

In light of the information considered and the nature, extent and quality of the services provided to the Funds under the agreements, the Board determined that the unitary fee for each of the Funds, including the fee rate to be paid by the Adviser to Milliman from the unitary fee, was fair.

The Board noted that the unitary fee for each of the Funds were structured to pass the benefits of any economies of scale on to shareholders as the respective Fund's assets grow. The Board noted that any reduction in fixed costs associated with the management of the respective Fund would benefit the Adviser and Milliman, but that the unitary fee structure provides a level of certainty in expenses for each of the Funds. The Board noted that the Adviser is continuing to invest in personnel and infrastructure for the Innovator fund complex.

The Board reviewed profitability information in connection with the Funds.

The Board considered potential "fall-out" or ancillary benefits anticipated to be received by the Adviser and Milliman. The Board concluded that the character and amount of potential fall-out benefits to the Adviser and Milliman were consistent with the types of benefits generally derived by investment managers and sub-advisers to funds.

Based on all of the information considered and the conclusions reached, the Board, including the Independent Trustees, unanimously determined that the terms of the agreements are fair and that the approval of the agreements is in the best interests of the Funds. No single factor was determinative in the Board's analysis, and individual Trustees may have evaluated the information presented differently from one another, attributing different weights to various factors.

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited) (Continued)

BOARD CONSIDERATIONS REGARDING APPROVAL OF INVESTMENT MANAGEMENT AGREEMENT AND INVESTMENT SUB-ADVISORY AGREEMENT FOR THE FOLLOWING INNOVATOR FUNDS:

Innovator Premium Income 10 Barrier ETF - July & October

Innovator Premium Income 20 Barrier ETF - July & October

Innovator Premium Income 30 Barrier ETF - July & October

Innovator Premium Income 40 Barrier ETF - July & October

At a special Board meeting held on January 4, 2023, the Trust's Board considered approval of the Advisory Agreement with Innovator Capital Management, LLC (the "Adviser"), on behalf of the Innovator Premium Income 10 Barrier ETF - July & October, Innovator Premium Income 20 Barrier ETF - July & October, Innovator Premium Income 30 Barrier ETF - July & October and Innovator Premium Income 40 Barrier ETF - July & October (the "Funds"), and the Sub-Advisory Agreement among the Trust, on behalf of the Funds, the Adviser and Milliman Financial Risk Management LLC ("Milliman" or the "Sub- Adviser"), for an initial two-year term. The Board determined that the agreements were in the best interests of the Funds in light of the extent and quality of the services expected to be provided and such other matters as the Board considered to be relevant in the exercise of its reasonable business judgment.

To reach this determination, the Board considered its duties under the Investment Company Act of 1940, as amended (the "1940 Act"), as well as under the general principles of state law in reviewing and approving advisory contracts; the requirements of the 1940 Act in such matters; the fiduciary duty of investment advisers with respect to advisory agreements and compensation; the standards used by courts in determining whether investment company boards have fulfilled their duties; and the factors to be considered by the Board in voting on such agreements. To assist the Board in its evaluation of the agreements, the Independent Trustees received a separate report from each of the Adviser and the Sub-Adviser in advance of the Meeting responding to a request for information provided on behalf of the Independent Trustees that, among other things, outlined the services to be provided by the Adviser and the Sub-Adviser to the Funds (including the relevant personnel responsible for these services and their experience); the proposed unitary fee rate payable by each Fund as compared to fees charged to peer groups of the Funds and as compared to fees charged to other clients of the Adviser and the Sub-Adviser, including other ETFs managed by the Adviser and the Sub- Adviser; the estimated expenses of the Funds as compared to expense ratios of the funds in the respective Fund's peer group; the nature of the expenses to be incurred in providing services to the Funds and the potential for economies of scale, if any; financial data on the Adviser and the Sub-Adviser; any fall-out benefits accruing to the Adviser or the Sub-Adviser; and

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited) (Continued)

information on the Adviser's and the Sub-Adviser's compliance programs. The Independent Trustees also met separately with their Independent Counsel to discuss the information provided by the Adviser and the Sub-Adviser. The Board applied its business judgment to determine whether the arrangements between the Trust and the Adviser and among the Trust, the Adviser and the Sub-Adviser are reasonable business arrangements from each Fund's perspective as well as from the perspective of each Fund's shareholders.

In evaluating whether to approve the agreements, the Board applied its business judgment and considered the nature, extent and quality of the services to be provided by the Adviser and Milliman pursuant to the agreements. With respect to the investment management agreement, the Board considered that the Adviser will be responsible for the overall management and administration of the Funds and reviewed all of the services to be provided by the Adviser to the Funds, including oversight of Milliman, as well as the background and experience of the persons responsible for such services. The Board noted that the Adviser will oversee Milliman's day-to-day management of each of the Fund's investments, including portfolio risk monitoring and performance review. In reviewing the services to be provided, the Board noted the compliance program that had been developed by the Adviser included an adequate program for monitoring the Adviser's, Milliman's and each Fund's compliance with the 1940 Act, as well as each Fund's compliance with its investment objective and policies. With respect to the sub-advisory agreement, the Board reviewed the materials provided by Milliman and noted the background and experience of Milliman's portfolio management team and Milliman's investment style. In light of the information presented and the considerations made, the Board concluded that the nature, extent and quality of the services to be provided to the Funds by the Adviser and Milliman under the agreements were expected to be satisfactory.

Since the Funds had yet to commence investment operations, the Board could not consider the historical investment performance of the Funds.

The Board considered the proposed unitary fee rate payable by each Fund under the investment management agreement for the services to be provided. The Board noted that, under the unitary fee arrangement, each Fund would pay the Adviser a unitary fee equal to an annual rate of 0.79% of its average daily net assets. The Board considered that, from the unitary fee for each of the Funds, the Adviser would pay Milliman an annual sub-advisory fee equal to 0.12% on the Fund's assets under management.

The Board noted that the Adviser would be responsible for the Funds' expenses, including the cost of transfer agency, custody, fund administration, legal, audit and other services and license fees (if any), but excluding the fee payment under the investment management agreement, interest, taxes, brokerage commissions and other expenses connected with the execution of portfolio transactions, and

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited) (Continued)

extraordinary expenses. The Board received and reviewed information for the Funds showing the advisory fee rates and expense ratios of the funds comprising of each Fund's peer group, as well as advisory fee rates charged by the Adviser and Milliman to other funds (including ETFs) and non-fund clients, as applicable. In light of the information considered and the nature, extent and quality of the services expected to be provided to the Funds under the agreements, the Board determined that the proposed unitary fee for each of the Funds, including the fee rate to be paid by the Adviser to Milliman from the unitary fee, was fair.

The Board noted that the proposed unitary fee for each of the Funds were structured to pass the benefits of any economies of scale on to shareholders as the respective Fund's assets grow. The Board noted that any reduction in fixed costs associated with the management of the respective Fund would benefit the Adviser and Milliman, but that the unitary fee structure provides a level of certainty in expenses for each of the Funds. The Board noted that the Adviser is continuing to invest in personnel and infrastructure for the Innovator fund complex.

Because the Funds have not yet commenced operations and the actual asset base of the Funds have not yet been determined, the Board noted that there was no historical profitability information with respect to the Funds to be reviewed. The Board noted that it would review profitability information in connection with subsequent renewals of the agreements.

The Board considered potential "fall-out" or ancillary benefits anticipated to be received by the Adviser and Milliman. The Board concluded that the character and amount of potential fall-out benefits to the Adviser and Milliman were consistent with the types of benefits generally derived by investment managers and sub-advisers to funds.

Based on all of the information considered and the conclusions reached, the Board, including the Independent Trustees, unanimously determined that the terms of the agreements are fair and that the approval of the agreements is in the best interests of the Funds. No single factor was determinative in the Board's analysis, and individual Trustees may have evaluated the information presented differently from one another, attributing different weights to various factors.

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited) (Continued)

BOARD CONSIDERATIONS REGARDING APPROVAL OF INVESTMENT MANAGEMENT AGREEMENT AND INVESTMENT SUB-ADVISORY AGREEMENT FOR THE FOLLOWING INNOVATOR FUNDS:

Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly

Innovator U.S. Equity 10 Buffer ETF - Quarterly

Innovator Premium Income 9 Buffer ETF - October

Innovator Premium Income 15 Buffer ETF - October

At a quarterly Board meeting held on September 11, 2023, the Trust's Board considered approval of the Advisory Agreement with Innovator Capital Management, LLC (the "Adviser"), on behalf of the Innovator U.S. Equity 5 to 15 Buffer ETF - Quarterly, Innovator U.S. Equity 10 Buffer ETF - Quarterly, Innovator Premium Income 9 Buffer ETF - October and Innovator Premium Income 15 Buffer ETF - October (the "Funds"), and the Sub-Advisory Agreement among the Trust, on behalf of the Funds, the Adviser and Milliman Financial Risk Management LLC ("Milliman" or the "Sub- Adviser"), for an initial two-year term. The Board determined that the agreements were in the best interests of the Funds in light of the extent and quality of the services expected to be provided and such other matters as the Board considered to be relevant in the exercise of its reasonable business judgment.

To reach this determination, the Board considered its duties under the Investment Company Act of 1940, as amended (the "1940 Act"), as well as under the general principles of state law in reviewing and approving advisory contracts; the requirements of the 1940 Act in such matters; the fiduciary duty of investment advisers with respect to advisory agreements and compensation; the standards used by courts in determining whether investment company boards have fulfilled their duties; and the factors to be considered by the Board in voting on such agreements. To assist the Board in its evaluation of the agreements, the Independent Trustees received a separate report from each of the Adviser and the Sub-Adviser in advance of the Meeting responding to a request for information provided on behalf of the Independent Trustees that, among other things, outlined the services to be provided by the Adviser and the Sub-Adviser to the Funds (including the relevant personnel responsible for these services and their experience); the proposed unitary fee rate payable by each Fund as compared to fees charged to peer groups of the Funds and as compared to fees charged to other clients of the Adviser and the Sub-Adviser, including other ETFs managed by the Adviser and the Sub- Adviser; the estimated expenses of the Funds as compared to expense ratios of the funds in the respective Fund's peer group; the nature of the expenses to be incurred in providing services to the Funds and the

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited) (Continued)

potential for economies of scale, if any; financial data on the Adviser and the Sub-Adviser; any fall-out benefits accruing to the Adviser or the Sub-Adviser; and information on the Adviser's and the Sub-Adviser's compliance programs. The Independent Trustees also met separately with their Independent Counsel to discuss the information provided by the Adviser and the Sub-Adviser. The Board applied its business judgment to determine whether the arrangements between the Trust and the Adviser and among the Trust, the Adviser and the Sub-Adviser are reasonable business arrangements from each Fund's perspective as well as from the perspective of each Fund's shareholders.

In evaluating whether to approve the agreements, the Board applied its business judgment and considered the nature, extent and quality of the services to be provided by the Adviser and Milliman pursuant to the agreements. With respect to the investment management agreement, the Board considered that the Adviser will be responsible for the overall management and administration of the Funds and reviewed all of the services to be provided by the Adviser to the Funds, including oversight of Milliman, as well as the background and experience of the persons responsible for such services. The Board noted that the Adviser will oversee Milliman's day-to-day management of each of the Fund's investments, including portfolio risk monitoring and performance review. In reviewing the services to be provided, the Board noted the compliance program that had been developed by the Adviser included an adequate program for monitoring the Adviser's, Milliman's and each Fund's compliance with the 1940 Act, as well as each Fund's compliance with its investment objective and policies. With respect to the sub-advisory agreement, the Board reviewed the materials provided by Milliman and noted the background and experience of Milliman's portfolio management team and Milliman's investment style. In light of the information presented and the considerations made, the Board concluded that the nature, extent and quality of the services to be provided to the Funds by the Adviser and Milliman under the agreements were expected to be satisfactory.

Since the Funds had yet to commence investment operations, the Board could not consider the historical investment performance of the Funds.

The Board considered the proposed unitary fee rate payable by each Fund under the investment management agreement for the services to be provided. The Board noted that, under the unitary fee arrangement, EALT and ZALT would pay the Adviser a unitary fee equal to an annual rate of 0.69% of its average daily net assets, and HOCT and LOCT would pay the Adviser a unitary fee equal to an annual rate of 0.79% of its average daily net assets. The Board considered that, from the unitary fee for each of the Funds, the Adviser would pay Milliman an annual sub-advisory fee equal to 0.12% on the Fund's assets under management.

INNOVATOR ETFs TRUST

Board Considerations Regarding Approval of Investment Management Agreement (Unaudited) (Continued)

The Board noted that the Adviser would be responsible for the Funds' expenses, including the cost of transfer agency, custody, fund administration, legal, audit and other services and license fees (if any), but excluding the fee payment under the investment management agreement, interest, taxes, brokerage commissions and other expenses connected with the execution of portfolio transactions, and extraordinary expenses. The Board received and reviewed information for the Funds showing the advisory fee rates and expense ratios of the funds comprising of each Fund's peer group, as well as advisory fee rates charged by the Adviser and Milliman to other funds (including ETFs) and non-fund clients, as applicable. In light of the information considered and the nature, extent and quality of the services expected to be provided to the Funds under the agreements, the Board determined that the proposed unitary fee for each of the Funds, including the fee rate to be paid by the Adviser to Milliman from the unitary fee, was fair.

The Board noted that the proposed unitary fee for each of the Funds was structured to pass the benefits of any economies of scale on to shareholders as the respective Fund's assets grow. The Board noted that any reduction in fixed costs associated with the management of the respective Fund would benefit the Adviser and Milliman, but that the unitary fee structure provides a level of certainty in expenses for each of the Funds. The Board noted that the Adviser is continuing to invest in personnel and infrastructure for the Innovator fund complex.

Because the Funds have not yet commenced operations and the actual asset base of the Funds has not yet been determined, the Board noted that there was no historical profitability information with respect to the Funds to be reviewed. The Board noted that it would review profitability information in connection with subsequent renewals of the agreements.

The Board considered potential "fall-out" or ancillary benefits anticipated to be received by the Adviser and Milliman. The Board concluded that the character and amount of potential fall-out benefits to the Adviser and Milliman were consistent with the types of benefits generally derived by investment managers and sub-advisers to funds.

Based on all of the information considered and the conclusions reached, the Board, including the Independent Trustees, unanimously determined that the terms of the agreements are fair and that the approval of the agreements is in the best interests of the Funds. No single factor was determinative in the Board's analysis, and individual Trustees may have evaluated the information presented differently from one another, attributing different weights to various factors.

INNOVATOR ETFs TRUST

Additional Information (Unaudited)

1. INFORMATION ABOUT PROSPECTUS

This report has been prepared for shareholders and may be distributed to others only if preceded or accompanied by a current prospectus. Investors should consider the investment objective and policies, risk considerations, charges and ongoing expenses of an investment carefully before investing. The prospectus contains this and other information relevant to an investment in the respective Fund. Please read the Prospectus carefully before investing. A copy of the Prospectus may be obtained without charge by writing to the Trust's Distributor, or by calling toll free at 1-800-208-5212 or visiting www.innovatoretf.com.

2. PROXY VOTING POLICIES AND PROCEDURES

The Trust's Proxy Voting Policies and Procedures are available without charge, upon request, by calling 1-877-386-3890 and on the SEC's website at www.sec.gov. Information relating to how each Fund voted proxies relating to portfolio securities held during each year ended June 30 is also available on the SEC'S website at www.sec.gov.

3. INFORMATION ABOUT PORTFOLIO SECURITIES

Each Funds' complete schedule of portfolio holdings for the first and third quarters is filed with the SEC on Form N-Q or Part F of Form N-PORT (beginning with filings after March 31, 2020). The Trust's Form N-Q or Part F of Form N-PORT is available without charge, upon request, by calling 1-877-386-3890, or on the SEC's website at www.sec.gov. The Trust's Form N-Q or Part F of Form N-PORT may be reviewed and copied at the SEC's Public Reference Room in Washington, DC. Information on the operation of the Public Reference Room may be obtained by calling 1-800-SEC-0330.

4. HOUSEHOLD DELIVERY OF SHAREHOLDER DOCUMENTS

In order to reduce expenses, the Trust delivers one copy of an annual/semi-annual report, prospectus and/or proxy statement on behalf of two or more shareholders at a shared address (householding). If you do not wish to participate in householding, please indicate this preference on your new account application (if you are opening a new account) or call 1-877-FUND890 (877-386-3890) to change the status of your existing account. You may change your status at any time.

5. ELECTRONIC DELIVERY OF SHAREHOLDER DOCUMENTS

You may choose to receive a Fund's prospectus and annual and semi-annual reports electronically. To sign up for electronic delivery, visit www.icsdelivery.com and select the first letter of your brokerage firm's name. Then, select your brokerage institution from the list that follows, fill out the appropriate information and provide an e-mail address where you would like your information sent. If your brokerage firm is not listed, electronic delivery may not be available. Please contact your brokerage firm or financial adviser.

INNOVATOR ETFs TRUST

Additional Information (Unaudited) (Continued)

6. TAX NOTICE

For the fiscal year ended October 31, 2023, certain dividends paid by the Funds may be subject to a maximum tax rate of 23.8%, as provided for by the Jobs and Growth Tax Relief Reconciliation Act of 2003.

For the taxable year ended October 31, 2023, the percentage of ordinary income dividends paid by the Funds that qualify for the dividends received deduction available to corporations was 0.00%.

INNOVATOR ETFs TRUST

Additional Information (Unaudited) (Continued)

For the taxable year ended October 31, 2023, the percentage of ordinary income distributions that were designated as short-term capital gain distributions under Internal Revenue Section 871(k)2(c) were, respectively:

	% of Ordinary Income Distributions designated as Short-Term Capital Gain Distributions
BJAN	0.00%
BFEB	0.00%
BMAR	0.00%
BAPR	0.00%
BMAY	0.00%
BJUN	0.00%
BJUL	0.00%
BAUG	0.00%
BSEP	0.00%
BOCT	0.00%
BNOV	0.00%
BDEC	0.00%
PJAN	0.00%
PFEB	0.00%
PMAR	0.00%
PAPR	0.00%
PMAY	0.00%
PJUN	0.00%
PJUL	0.00%
PAUG	0.00%
PSEP	0.00%
POCT	0.00%
PNOV	0.00%
PDEC	0.00%
UJAN	0.00%
UFEB	0.00%
UMAR	0.00%
UAPR	0.00%
UMAY	0.00%
UJUN	0.00%
UJUL	0.00%
UAUG	0.00%
USEP	0.00%
UOCT	0.00%
UNOV	0.00%
UDEC	0.00%
APRD	29.29%
APRH	33.20%
APRJ	23.57%
APRQ	17.76%
JULD	0.00%
JULH	0.00%
JULJ	0.00%
JULQ	4.22%
OCTD	0.00%
OCTH	0.00%
OCTJ	0.00%
OCTQ	0.00%
EALT	0.00%
ZALT	0.00%
HOCT	0.00%
LOCT	0.00%

INNOVATOR ETFs TRUST

Additional Information (Unaudited) (Continued)

7. LIQUIDITY RISK MANAGEMENT PROGRAM

Consistent with Rule 22e-4 under the Investment Company Act of 1940, as amended, Innovator ETFs Trust (“Trust”), on behalf of each of its series (each a “Fund” and, collectively, the “Funds”), has established a liquidity risk management program to govern the Funds’ approach to managing liquidity risk (the “Program”). The Program is overseen by the Trust’s Valuation Committee as the Program Administrator, a committee comprised of representatives of the Trust’s investment adviser, Innovator Capital Management LLC and representatives of Milliman Financial Risk Management LLC, the sub-adviser for certain of the Funds (the “Committee”). The Trust’s Board of Trustees (the “Board”) has approved the designation of the Committee to administer the Program.

The Program’s principal objectives include supporting the Funds’ compliance with limits on investments in illiquid assets and mitigating the risk that a Fund will be unable to meet its redemption obligations in a timely manner. The Program also includes a number of elements that support the management and assessment of liquidity risk, including an annual assessment of factors that influence each Fund’s liquidity and the periodic classification and re-classification of certain Funds’ investments into groupings that reflect the Committee’s assessment of their relative liquidity under current market conditions.

At a meeting of the Board held on September 11, 2023, the Trustees received a written report from the Committee regarding the design and operational effectiveness of the Program which has been in operation since September 2019. The Committee determined, and reported to the Board, that the Program is reasonably designed to assess and manage the Funds’ liquidity risk and has operated adequately and effectively to manage the Funds’ liquidity risk since implementation. The Committee reported that during the period covered by the report, there were no liquidity events that impacted the Funds or their ability to timely meet redemptions without dilution to existing shareholders. The Committee also noted no Fund has filed a Form N-LIQUID with the SEC.

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