

- XBJA ended 2022 at -11.21%, while SPY finished at -19.45%
- XBJA performed as designed
- The built-in buffer protected investors from 9% of losses (before fees and expenses)
- New outcome period began 1/1/23

Innovator U.S. Equity Accelerated 9 Buffer ETF – January (XBJA) recently completed its 12-month outcome period which began on 1/1/2022. Over the period, XBJA shielded investors from 9% of the market's losses (before fees and expenses). Specifically, The S&P 500 ETF Trust (SPY) returned -19.45% while XBJA finished the outcome period at -11.21%, due to the ETF's built-in 9% downside buffer, and slightly above the stated annual expense ratio of 0.79%. At the end of the outcome period on 12/30/2022, XBJA automatically reset with a new upside cap of 18.18%, and a new 9% buffer over the coming 12 months.

OUTCOME PERIOD ANALYSIS

	XBJA	SPY	Difference
Return	-11.21%	-19.45%	8.24%
Volatility	19.0%	24.7%	-5.71%
Return/Risk	-0.59	-0.79	0.20
Max Drawdown	-17.42%	-24.50%	7.08%

STANDARDIZED PERFORMANCE

	YTD	1 YEAR	INCEPTION
XBJA NAV	-11.21%	-11.21%	-11.21%
XBJA CLOSING PRICE	-11.33%	-11.33%	-11.33%

Data as of 12/31/2022. XBJA inception on 12/31/2021. 0.79% expense ratio. Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. Returns less than one year are cumulative. One cannot invest directly in an index.



The Fund has characteristics unlike many other traditional investment products and may not be suitable for all investors. For more information regarding whether an investment in the Fund is right for you, please see “Investor Suitability” in the prospectus.

Investing involves risks. Loss of principal is possible. The Funds face numerous market trading risks, including active markets risk, authorized participation concentration risk, buffered loss risk, cap change risk, capped upside return risk, correlation risk, liquidity risk, management risk, market maker risk, market risk, non-diversification risk, operation risk, options risk, trading issues risk, upside participation risk and valuation risk. For a detail list of fund risks see the prospectus.

FLEX Options Risk The Fund will utilize FLEX Options issued and guaranteed for settlement by the Options Clearing Corporation (OCC). In the unlikely event that the OCC becomes insolvent or is otherwise unable to meet its settlement obligations, the Fund could suffer significant losses. Additionally, FLEX Options may be less liquid than standard options. In a less liquid market for the FLEX Options, the Fund may have difficulty closing out certain FLEX Options positions at desired times and prices. The values of FLEX Options do not increase or decrease at the same rate as the reference asset and may vary due to factors other than the price of reference asset.

These Funds are designed to provide point-to-point exposure to the price return of the Reference Asset via a basket of Flex Options. As a result, the ETFs are not expected to move directly in line with the Reference Asset during the interim period.

Investors purchasing shares after an outcome period has begun may experience very different results than funds' investment objective. Initial outcome periods are approximately 1-year beginning on the funds' inception date. Following the initial outcome period, each subsequent outcome period will begin on the first day of the month the fund was inceptioned. After the conclusion of an outcome period, another will begin.

Fund shareholders are subject to an upside return cap (the “Cap”) that represents the maximum percentage return an investor can achieve from an investment in the funds for the Outcome Period, before fees and expenses. If the Outcome Period has begun and the Fund has increased in value to a level near to the Cap, an investor purchasing at that price has little or no ability to achieve gains but remains vulnerable to downside risks. Additionally, the Cap may rise or fall from one Outcome Period to the next. The Cap, and the Fund's position relative to it, should be considered before investing in the Fund. The Funds' website, www.innovatoretf.com, provides important Fund information as well information relating to the potential outcomes of an investment in a Fund on a daily basis.

The Fund only seek to provide shareholders that hold shares for the entire Outcome Period with their respective buffer level against reference asset losses during the Outcome Period. You will bear all reference asset losses exceeding the buffer. Depending upon market conditions at the time of purchase, a shareholder that purchases shares after the Outcome Period has begun may also lose their entire investment. For instance, if the Outcome Period has begun and the Fund has decreased in value beyond the pre-determined buffer, an investor purchasing shares at that price may not benefit from the buffer. Similarly, if the Outcome Period has begun and the Fund has increased in value, an investor purchasing shares at that price may not benefit from the buffer until the Fund's value has decreased to its value at the commencement of the Outcome Period.

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

Innovator ETFs are distributed by Foreside Fund Services, LLC.