Q1 2019 UPDATE

3 Ways to Implement Innovator Defined Outcome ETFs

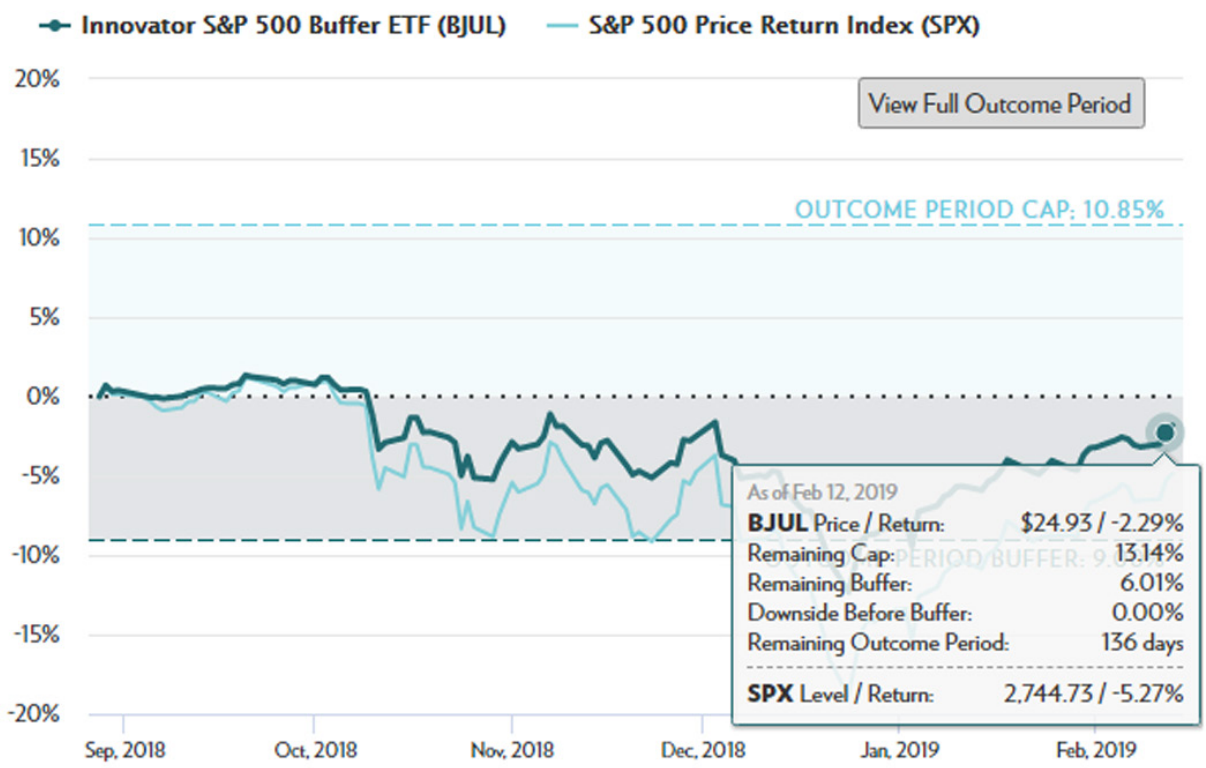
The Innovator S&P 500 Defined Outcome ETFs are the only ETFs in the world to provide investors with S&P 500 performance and defined downside buffers. The initial buffers are 9%, 15% or 30% over the one-year outcome period. The ETFs have no credit risk, reset annually, and can be held indefinitely.

1. DE-RISK EQUITY ALLOCATION

Following a January where U.S. markets returned one year's worth of returns in one month, rebounding 8%, investors may want to lock these gains in. Rotating to the Innovator S&P 500 Defined Outcome ETFs allows an investor to participate in further market upside but with known built-in downside buffers. The Innovator S&P 500 Buffer ETF - July (BJUL) offers investors a shortened outcome period with upside potential in up, down or sideways equity markets.

INVESTING IDEA: PURCHASE INNOVATOR S&P 500 BUFFER ETF - JULY (BJUL)

An investor purchasing BJUL now has less than a 5-month outcome period (136 days), the S&P 500 Index has fallen 5.27% and the ETF is down 2.29%. With the ETF trading into its 9% buffer, if the S&P 500 remains flat or trades down another 3.73% over the remainder of the outcome period, the ETF will appreciate 2.29% and end the outcome period at its beginning value, before fees and expenses. The ETF has a full 6.01% remaining buffer and remaining cap of 13.14%.



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.

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. For the most recent month end performance go to www.innovatoretfs.com

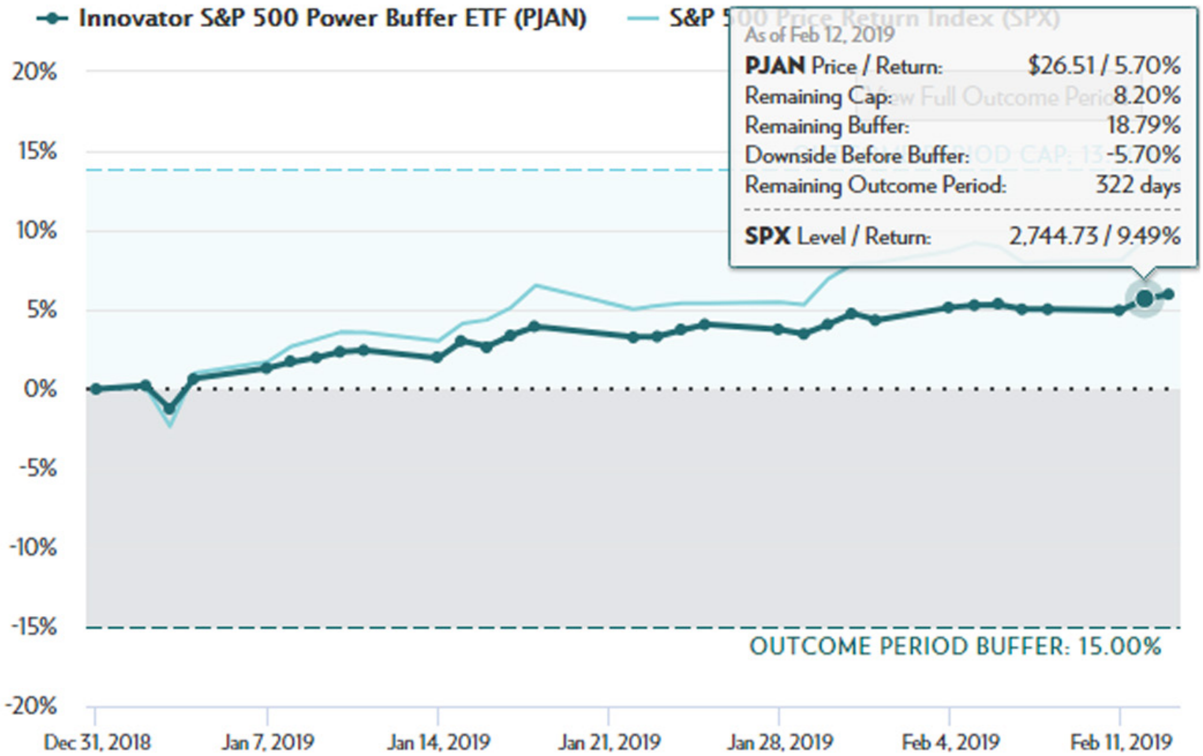
Looking for an Entry Point? The Innovator S&P 500 Defined Outcome ETFs can be used at any point during the outcome period. The July series provides a shortened outcome period that will provide an investor market exposure as well as the opportunity to be fully invested when the July series rebalances at the end of June. In addition, the April series is anticipated to launch on April 1st, 2019.

2. HIGH YIELD BOND AND SENIOR LOAN ALTERNATIVE

After an interest rate spike in 2018, the Fed has taken a more dovish stance in 2019. High yield bonds and senior loans are commonly used by investors as a way to maintain fixed income exposure with less rate sensitivity. Risk, however, has shifted from rising rates to credit risk. High yield bonds and senior loans yield between 4% to 5%, which is low compared to historic standards. Investors may want to rotate out of these sectors, remove credit risk, and take advantage of unique opportunities presented by the Defined Outcome ETFs.

INVESTING IDEA: PURCHASE INNOVATOR S&P 500 POWER BUFFER ETF - JANUARY (PJAN)

An investor purchasing PJAN now has less than an 11-month outcome period (322 days), the S&P 500 Index has risen 9.49% and the ETF is up 5.70%. If the S&P 500 remains flat over the remainder of the outcome period, the ETF will appreciate 3.79%. The ETF also offers an upside cap of 8.20%. In order for an investor to experience 5.70% of losses before the buffer, the S&P 500 would have to drop the full 9.49%, before fees and expenses. After these losses, the investor would still have the full 15% buffer remaining.



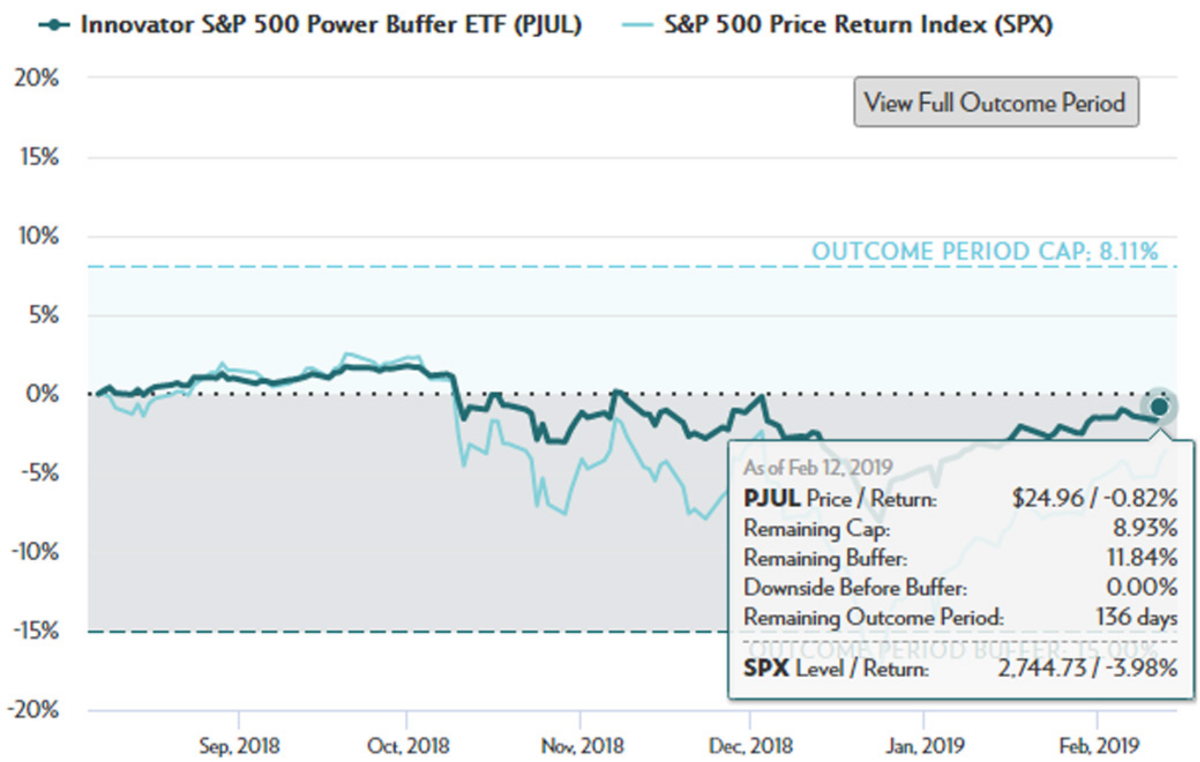
Past performance is not indicative of future results.

3. PAIR WITH CASH

For the first time in nearly a decade, cash is a viable asset class for investors. Five years ago, 3-month T-Bills were yielding 0.02%. Today they yield 2.4%. Many investors are looking to minimize risk in their portfolios, specifically drawdown risk. Combining cash and the Innovator S&P 500 Power Buffer ETF – July (PJUL) allows an investor to remain cautious but prepared to participate in any meaningful market upside.

INVESTING IDEA: PURCHASE INNOVATOR S&P 500 POWER BUFFER – JULY (PJUL)

PJUL currently has no downside to the buffer and an 11.84% remaining buffer over the remaining, less than 5-month (136 days), outcome period. If the market stays flat or falls another 11.84% an investor would realize a gain of 0.82%. Should the market rally, an investor would only participate in the first 0.82% of 3.98% the S&P 500's rally, but would participate 1:1 for the next 8.11% of S&P 500 appreciation. The 0.82% represents an annualized 2.22% gain which is very similar to cash but would allow an investor to participate should the market continue to rally over the first half of 2019.



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For more information about Innovator Defined Outcome ETFs, contact Innovator at **800.208.5212** or visit **innovatoretfs.com/define.**

	TICKER	SERIES	INCEPTION	INCEPTION DATE
S&P 500 Buffer ETF	BJUL	July (NAV) July (Market Price)	-8.00% -8.06%	8/29/2018
S&P 500 Power Buffer ETF	PJAN	January (NAV) January (Market Price)		1/2/2019
S&P 500 Power Buffer ETF	PJUL	July (NAV) July (Market Price)	-4.84% -4.72%	8/8/2018

Data as of 12/31/2018. Each ETF's expense ratio is 0.79%. Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. Visit innovatoretfs.com/define for current month-end performance. One cannot invest directly in an index.

Investing involves risks. 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, FLEX Option counterparty risk, cyber security risk, fluctuation of net asset value risk, investment objective risk, limitations of intraday indicative value risk, liquidity risk, management risk, market maker risk, market risk, non-diversification risk, operation risk, options risk, Outcome Period risk, tax risk, trading issues risk, upside participation risk and valuation risk. Unlike mutual funds, the Funds may trade at a premium or discount to their net asset value. ETFs are bought and sold at market price and not individually redeemed from the fund. Brokerage commissions will reduce returns.

The outcomes that a Fund seeks to provide may only be realized if you are holding shares on the first day of the Outcome Period and continue to hold them on the last day of the Outcome Period, approximately one year. If you purchase shares after the Outcome Period has begun or sell shares prior to the Outcome Period's conclusion, you may experience investment returns very different from those that a Fund seeks to provide.

These Funds are designed to provide point-to-point exposure to the price return of the S&P 500 via a basket of Flex Options. As a result, the ETFs are not expected to move directly in line with the S&P 500 during the interim period.

FLEX Options Risk. The Fund will utilize FLEX Options issued and guaranteed for settlement by the OCC. The Fund bears 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 Fund 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 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.

Investors are subject to an upside return Cap that represents the maximum percentage return an investor can achieve from an investment in the Fund for the Outcome Period. Therefore, even though a Fund's returns are based upon the S&P 500, if the Fund experiences returns for the Outcome Period in excess of the Cap, you will not experience those excess gains but will remain vulnerable to significant downside risks. Regardless of the performance of the S&P 500, the Cap is the maximum return an investor can achieve from an investment in the Fund for the Outcome Period. The Cap will change from year-to-year based upon prevailing market conditions at the beginning of the Outcome Period. The Cap, and the Fund's position relative to it, should be considered before investing in the Fund.

Similarly, the buffer that the Funds seek to provide is only operative against the percentage (i.e. 9%, 15% and 30%) of S&P 500 losses for the applicable Fund's Outcome Period. If an investor is considering purchasing shares during the Outcome Period, and the Fund has already decreased in value by an amount equal to or greater than its buffer, an investor purchasing shares at that price will have increased gains available prior to reaching the Cap but may not benefit from the buffer that the Fund seeks to offer for the remainder of the Outcome Period. Conversely, if an investor is considering purchasing Shares during the Outcome Period, and the Fund has already increased in value, then a shareholder may experience losses prior to gaining the protection offered by the buffer. After the S&P 500 has decreased in value by more than a Fund's buffer during an Outcome Period, the Fund will experience any subsequent losses on a one-to-one basis. There is no guarantee that a Fund will be successful in its attempt to provides buffered returns. The Funds shares will be listed for trading on the CBOE BZX Exchange. The Funds will not terminate after the conclusion of an Outcome Period. After the conclusion of an Outcome Period, another will begin.

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

Innovator ETFs are distributed by Foreside Fund Services, LLC.