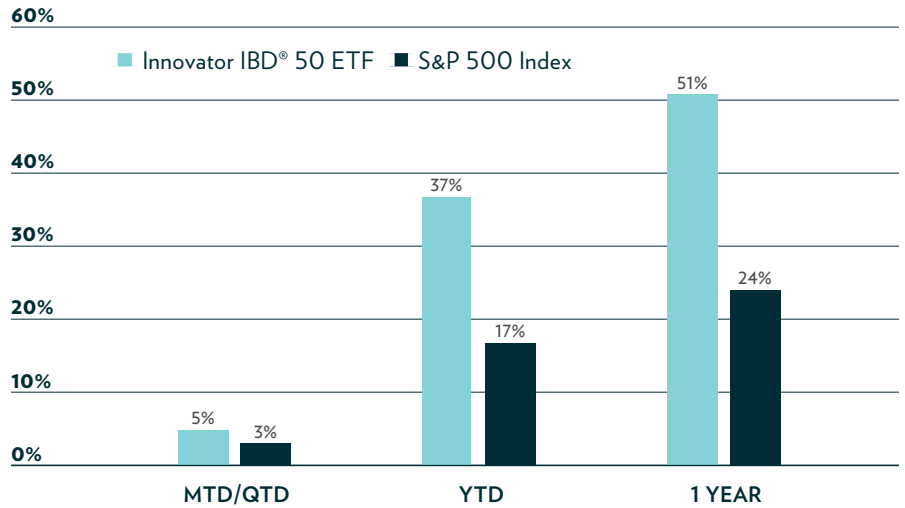


FFTY 2017 Q4 Update

The Innovator IBD® 50 ETF (FFTY) provides exposure to Investor Business Daily's signature investing tool, the IBD® 50. The IBD® 50 is a list of top performing stocks that many have used over the last 15 years as a way to access high growth companies exhibiting both strong fundamentals and technicals.

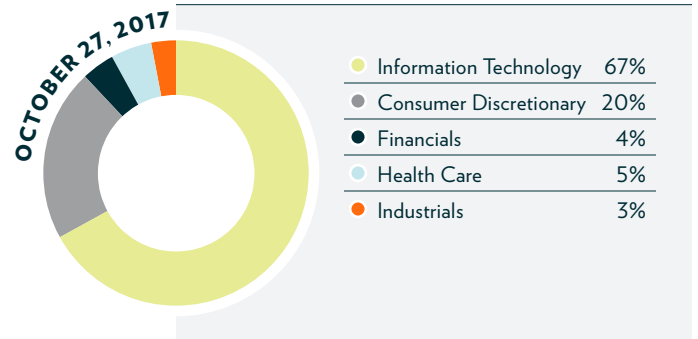
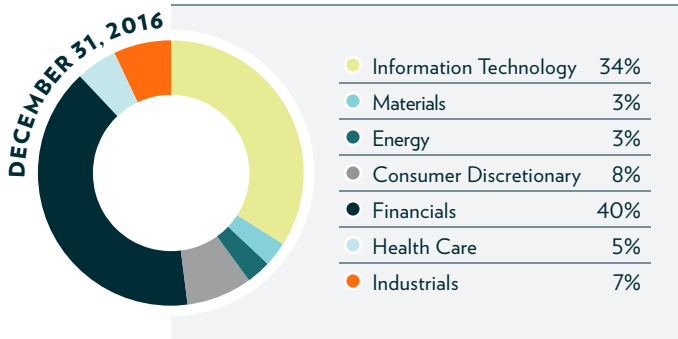
In 2017, the dynamic nature of the IBD® 50 has come into focus resulting in FFTY's strong performance over the last year. Rather than rebalance on a quarterly basis, FFTY employs a weekly rebalance that has shifted the ETF from a heavy financial position to a significant overweight in technology with a focus on internet software and semiconductor stocks. The shift has been timely as the technology positions in FFTY have risen 50% YTD compared to a 18% rise in its financial position.

FFTY remains the only ETF to provide exposure to IBD's proprietary CAN SLIM® Investing Methodology that is employed in the IBD® 50. FFTY's high conviction and dynamic growth exposure is a complement to broad index strategies, provides access to top growth companies, and a rules-based replacement for active managers.



Source: Bloomberg L.P. as of Oct. 27th, 2017




FFTY 2017 SECTOR TRANSITION



OVERVIEW

The Innovator IBD® 50 ETF seeks to track the investment results of the IBD® 50 Index. IBD 50 is Investor's Business Daily's signature investing tool—targeting companies that are generating outstanding profit growth, big sales increases, wide profit margins and a high return on equity.

KEY POINTS

-  Convenient access to stocks that make up the IBD 50
-  Security selection driven by fundamental and technical indicators
-  Rebalanced weekly, with a higher weight in highest-ranked names

FFTY HOLDINGS SUMMARY

as of 10/27/2017

TOP 5 INDUSTRIES	WEIGHT
Internet Software & Services	20%
Electronic Equipment, Instruments & Components	16%
Semiconductors & Equipment	16%
Software	9%
Communications Equipment	4%

TOP 5 HOLDINGS	WEIGHT
CTRL Control4 Corp	3.7%
NVDA NVIDIA Corp	3.6%
ANET Arista Networks Inc	3.6%
LRCX Lam Research Corp	3.6%
OLED Universal Display Corp	3.6%

Subject to change.

STANDARDIZED PERFORMANCE

as of 9/30/2017

	1 YEAR	SINCE INCEPTION
Fund NAV	34.16%	9.84%
Closing Price	34.23%	9.95%

FFTY's inception is 4/9/2015. 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/FFTY for current month-end performance. FFTY's model-driven weekly rebalances will result in a significant turnover ratio. FFTY is an actively-managed ETF and it will not share the tax-efficiency feature frequently associated with index-based ETFs. FFTY's net expense ratio is 0.80%; its gross expense ratio is 1.13%. The net expense ratio represents a contractual fee waiver in effect through 5/9/19.

Investing involves Risks. Principal loss is possible. Along with general market risks, an ETF that concentrates its investments in the securities of a particular industry, market, sector, or geographic area may be more volatile than a fund that invests in a broader range of industries. Additionally, the Innovator IBD[®] 50 ETF may invest in securities that have additional risks. Foreign companies can be more volatile, less liquid, and subject to the risk of currency fluctuations. This risk is greater for emerging markets. Small and mid-cap companies can have limited liquidity and greater volatility than large-cap companies. Also, ETFs face numerous market trading risks, including the potential lack of an active market for Fund shares, losses from trading in secondary markets, periods of high volatility and disruption in the creation/redemption process of the Fund. Unlike mutual funds, ETFs 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 CAN SLIM[®] Investing Methodology is a system for selecting stocks created by Investor's Business Daily founder William J. O'Neil.

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The Fund's investment objectives, risks, charges and expenses must be considered carefully before investing. The prospectus contains this and other important information, and may be obtained by calling 800.208.5212 or visiting innovatoretfs.com. Read it carefully before investing.

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