Innovator IBD® 50 ETF

OVERVIEW

The Innovator IBD® 50 ETF seeks to provide exposure to 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

GROWTH OF $10,000

The net expense ratio shown represents a contractual fee waiver in effect through 3/1/2020.

1 YEAR RISK PROFILE

Risk is measured by standard deviation.

INDEX PROVIDER:

Investor’s Business Daily

ANALYSIS

St. Dev. | Beta | Sharpe
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Innovator IBD 50 ETF | 20.47% | 1.23 | 0.29
S&P 500 Index | 13.50% | 1.00 | 0.61

Since inception.
The S&P 500® Index is an unmanaged index considered representative of the U.S. stock market. IBD 50 refers to the 50 stocks included in the IBD 50 Index.

Standard Deviation is a measure of how spread out the prices or returns of asset are on average. Beta is a measure of volatility. Sharpe Ratio is a risk-adjusted measure calculated using standard deviation. Return/Risk is the relationship between the amount of return gained on an investment and the amount of risk undertaken in that investment.

Investing involves risks. Principal loss is possible. The Fund’s return may not match the return of the Index. 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 Fund 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.

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The Fund’s 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 innovatoretfs.com. Read it carefully before investing.

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