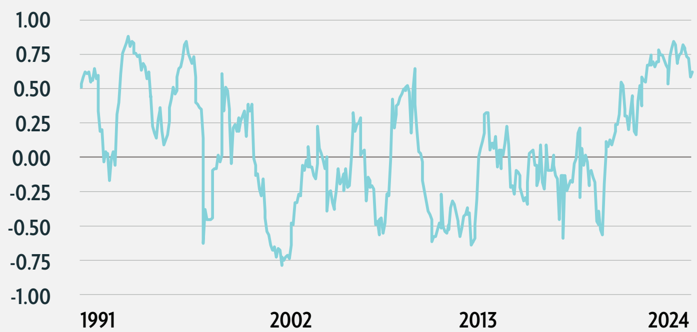
Case Study: Defined Outcome ETF™: Core Bonds

Investors often turn to core bonds in a well-diversified portfolio, for the potential benefits of low correlation to equity markets and protection in times of market stress. Today, the high correlation to equities have left many investors questioning their bond allocations in a portfolio going forward, and rightly so.

But is today's market an anomaly? History tells us it is not. Since 1960, there have been 27 market corrections of 10% or more; 14 of those corrections (52%) have been triggered by interest rates moving higher. Given these dynamics, we believe investors looking to bonds for risk management may want to consider a potential alternative solution.

EQUITY / BOND CORRELATION (ROLLING 1 YR)



Source: Bloomberg LP, monthly data from Dec 1991 to Dec 2024. Bonds represented by the Bloomberg US Aggregate Bond Index.

NUMBER OF CORRECTIONS BY CATALYST

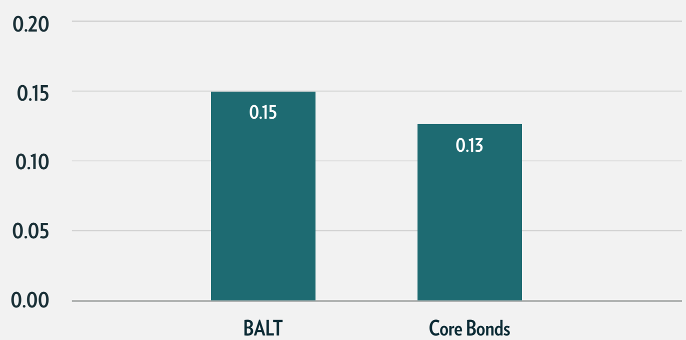
Source: Bloomberg LP, Innovator Research & Investment Strategy, Piper Sandler Macro Research, Corrections of 10% or more, S&P 500 Index, 12/31/1960-12/31/2024.

Defined Outcome ETFs™ vs Core Bonds

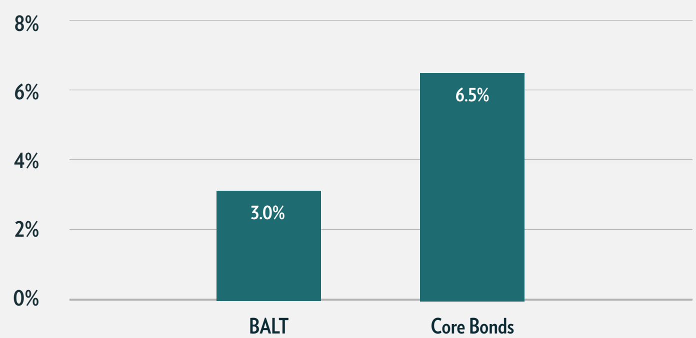
The following case study attempts to demonstrate why we believe Innovator Buffer ETFs™may be used as an equity-based substitute for or complement to traditional core bonds, providing many of the same attributes investors appreciate about the asset class (e.g., risk management and potentially impactful returns. Note the funds do not provide investment income) while avoiding the currentyield environment.

The charts below highlight how the historical beta and volatility of Innovator's 20% quarterly Buffer ETF™(BALT) historically compared to the Bloomberg US Aggregate Bond Index. While the live history is limited, given the stated objective and composition of the strategy, we believe using BALT may provide an alternative equity-based solution to traditional core bonds, potentially hedging equity market risk while providing a more attractive potential return.

BETA TO S&P 500 INDEX



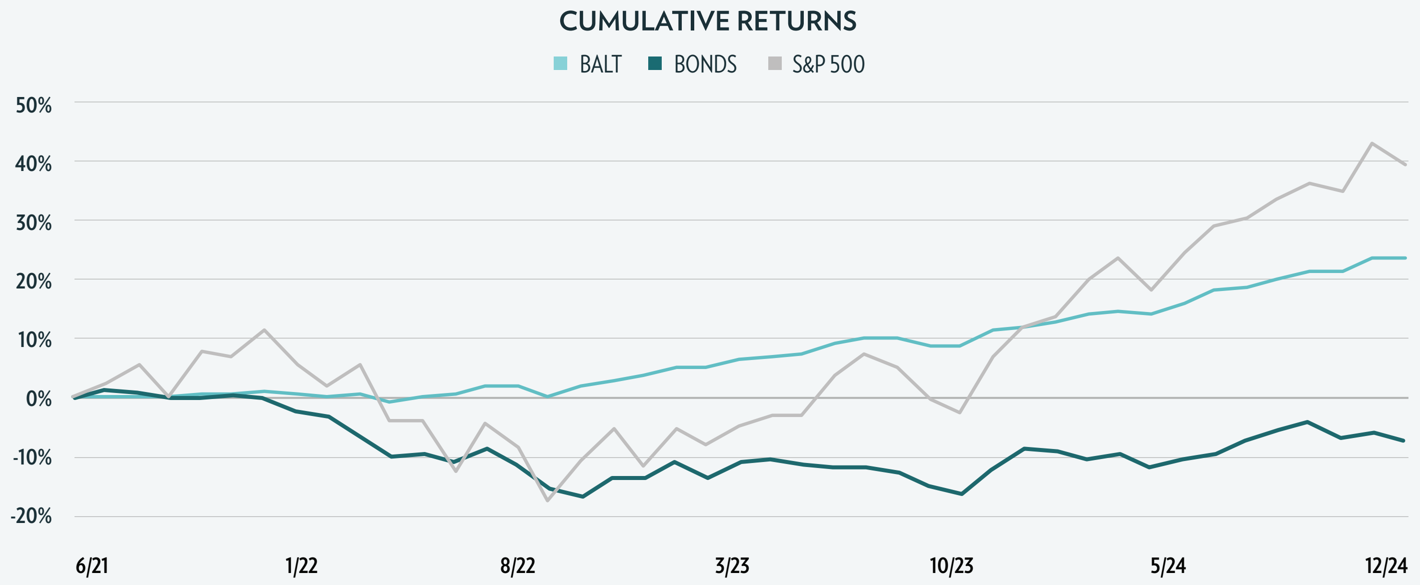
VOLATILITY



Source: Bloomberg LP, data from 6/30/2021 to 12/31/2024. Core bonds represented by the Bloomberg US Aggregate Bond Index. 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/performance for current month end performance.

Replicating The Risk Profile of Core Bonds Using Defined Outcome ETFs™

The risk/return statistics below highlight how BALT has behaved relative to the Bloomberg U.S. Aggregate Bond Index since its inception in June of 2021. Overall, BALT has demonstrated a similar beta, lower volatility, and a lower max drawdown, while increasing the total return and risk adjusted return relative to the Bloomberg U.S. Aggregate Bond Index.



Source: Bloomberg LP, 6/30/2021-12/31/2024. Core bonds are represented by the Bloomberg US Aggregate Bond Index.

	CUMULATIVE RETURN	ANNUALIZED RETURN	VOLATILITY	DRAWDOWN	SHARPE
BALT	22.25%	5.90%	3.0%	-2.2%	0.79
STOCKS	44.28%	11.03%	16.9%	-24.5%	0.45
CORE BONDS	-6.99%	-2.05%	6.5%	-17.9%	-0.86

Source: Bloomberg LP, 6/30/2021 to 12/31/2024. Stocks represented by the S&P 500 Index. Core bonds represented by the Bloomberg US Aggregate Bond Index.

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/performance and ishares.com/agg for current month end performance.

To see what Buffer ETFs look like in your portfolio, please reach out to your Regional Portfolio Consultant.

Moving forward, we believe Buffer ETFs™ may be a compelling alternative to core bonds, given how low starting expected yields are today.

STANDARDIZED PERFORMANCE	YTD	1 YEAR	3 YEAR	SINCE INCEPTION
BALT NAV	10.03%	10.03%	6.63%	5.90%
BALT Closing Price	9.98%	9.98%	7.26%	5.91%

Data as of 12/31/2024. BALT incepted on 6/30/2021 and has a 0.69% 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. Visit innovatoretfs.com/define for current month-end performance.

BALT seeks to track the return of the SPDR S&P 500 ETF Trust (SPY), to a cap, while targeting a 20% buffer against losses over the quarterly outcome period. BALT uses FLEX options to gain exposure. Buffer ETFs™carry equity risk, which has historically been greater than bond risk. In order to produce a positive return, BALT needs equities to rise. If the equities fall more than the predetermined buffer, investors risk a loss. Unlike bonds, Defined Outcome ETFs™cannot rise when equities fall.

Unlike equities, bonds pay coupons and their returns are not directly tied to the equity market. The price of a bond does not need to increase for an investor to profit. In addition, the price of bonds are affected by supply and demand. As a result bonds price have historically risen when equities have fallen as investors seek safety outside of equities. Bonds have maturity dates at which point principal must be repaid or a default occurs. Bonds are higher in the capital structure than equities and therefore carry significantly lower risk of loss.

In addition, Buffer ETFs™do not provide income which is the typical investment objective of bond funds. The underlying options provide exposure to the price- return of their respective reference asset and therefore investors do not receive dividends or investment income through an investment in a Buffer ETF. It is important to note that investors holding units of the ETF for less than the entire holding period will experience different results. Investors purchasing units of the ETF may experience interim period results that deviate from the payoff profile line. However, the outcome at the conclusion of the point-to-point period will be within the parameters of the established payoff profile. The cap level is established at the beginning of each outcome period (approximately quarterly). The funds will not consistently track SPY.

The S&P 500 is a broad measure of US large cap stocks. Standard Deviation is a statistical measure of the dispersion of returns for a given security or market index relative to its mean. The Bloomberg Aggregate Bond Index broadly tracks the performance of the U.S. investment-grade bond market. Beta is a measure of the volatility of an individual stock in comparison to the unsystematic risk of the entire market. Sharpe ratio is the average return earned in excess of the risk-free rate per unit of volatility or total risk. Maximum drawdown is the maximum peak-to-trough performance over the period.

In seeking to provide a significant measure of downside protection on a quarterly basis, the options-based strategy underpinning BALT will likely offer investors an upside cap that is substantially lower than equity Buffer ETFs™ that operate over an annual outcome period.

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.

Shares are bought and sold at market price, not net asset value (NAV), and are not individually redeemable from the fund. NAV represents the value of each share's portion of the fund's underlying assets and cash at the end of the trading day. Market price returns reflect the midpoint of the bid/ask spread as of the close of trading on the exchange where fund shares are listed.

Investors purchasing shares after an outcome period has begun may experience very different results than funds' investment objective. Initial outcome periods are approximately one quarter 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 incepted. 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.innovatoretfs.com, provides important Fund information as well information relating to the potential outcomes of an investment in a Fund on a daily basis.

The Funds only seek to provide shareholders that hold shares for the entire Outcome Period with their respective buffer level against losses of the SPY 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 Fund's 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 www.innovatoretfs. com. Read it carefully before investing.