

# FFTY 2019 Update

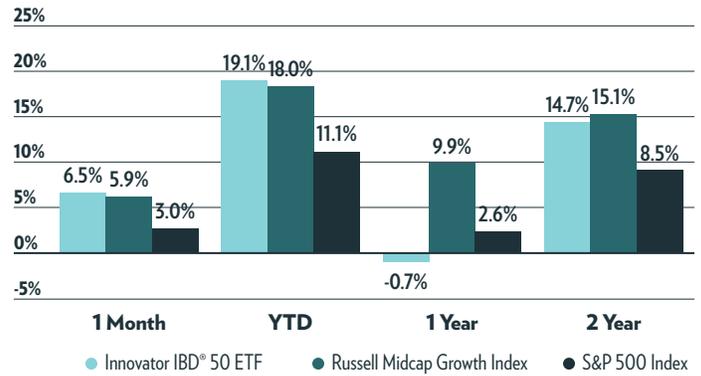
The IBD® 50 ETF has rebounded well in 2019 returning over 19% YTD following a disappointing 2018 where the ETF fell 16%.

The ETF was led lower last year by poor stock selection in the communication services and technology sectors. The highest growth stocks came under strong pressure particularly during the fourth quarter when the S&P 500 fell 14% and the IBD® 50 ETF dropped 28%. YTD many of these names have had strong recoveries. The ETF has benefited from strong stock selection within the technology sector as well as an overweight to this sector. Through the first two months of the year, the strategy has begun to increase allocations to the real estate and financial sectors.

FFTY continues to serve as the benchmark for high growth stocks and is unique in picking the 50 fastest growing companies each week in the tax-efficient ETF structure.

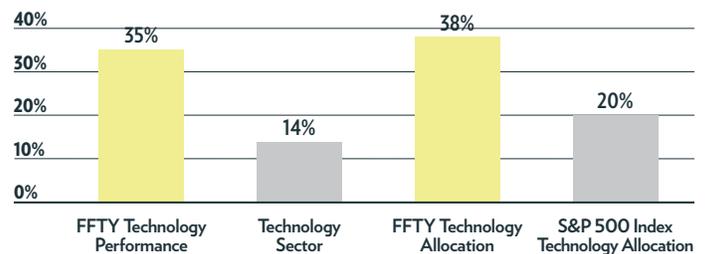
FFTY rebalances weekly and despite annualized turnover that can reach 1,000%, has never distributed a cap gain, a testimony to the tax-efficiency of the ETF structure.<sup>1</sup> We believe FFTY can serve multiple asset allocation functions.

ASSET ALLOCATION	WHY THE INNOVATOR IBD® 50 ETF FITS
Growth	Selects top 50 growth stocks out of a universe of more than 8,000
Mid-Cap	Tends to focus in midcaps and can be used as midcap growth proxy
Active Management Replacement	ETF is 100% rules based on a strategy that has been run live since 2003 while rebalancing each week with weekly turnover of 25% <sup>1</sup>



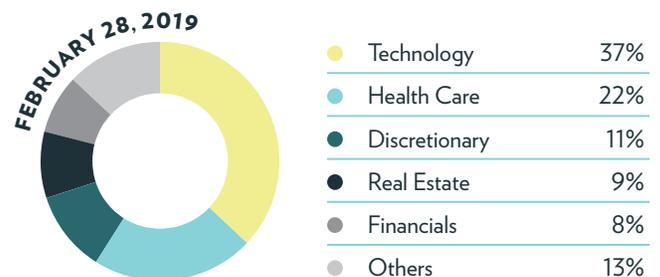
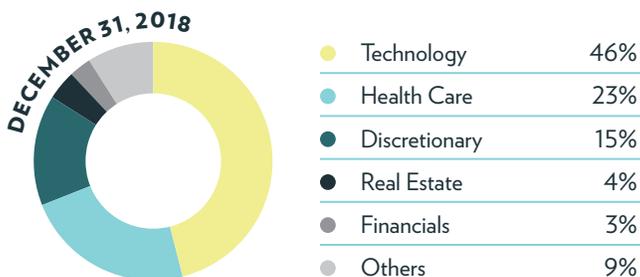
Source: Bloomberg L.P. as of 2/28/2019

## FFTY WITH STRONG YTD TECH STOCK SELECTION



Source: Bloomberg L.P. as of 2/28/2019

## FFTY 2019 SECTOR TRANSITION



### OVERVIEW

The Innovator IBD® 50 ETF seeks to track the investment results of the IBD® 50 Index. The 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 2/28/2019

TOP 10 HOLDINGS		WEIGHT
TTD	The Trade Desk Inc	4.57%
KL	Kirkland Lake Gold	3.80%
FTNT	Fortinet Inc	3.59%
TEAM	Atlassian Corp PLC	3.58%
UBNT	Ubiquiti Networks Inc	3.56%
PAYC	Paycom Software Inc	3.56%
VEEV	Veeva Systems Inc	3.47%
BEAT	Bio Telemetry Inc	3.44%
PANW	Palo Alto Networks Inc	3.23%
NXST	Nexstar Media Group	3.20%

Subject to change.

## STANDARDIZED PERFORMANCE

	YTD	1 YR	3 YR	5 YR	SINCE INCEPTION
ETF NAV	-16.63%	-16.63%	7.70%	-	2.78%
ETF Closing Price	-16.76%	-16.76%	7.66%	-	2.75%
IBD® 50 Index	-16.05%	-16.05%	-	-	-

Data as of 12/31/2018. 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](http://innovatoretfs.com/FFTY) for current month-end performance. One cannot invest directly in an index. FFTY's model-driven weekly rebalances will result in a significant turnover ratio. The fund began tracking the IBD® 50 Index on Nov 20, 2017. The index inceptioned on 10/27/2017. FFTY's net expense ratio is 0.80%, which represents a contractual fee waiver in effect through 5/9/19. FFTY's gross expense ratio 1.03%.

<sup>1</sup> Regardless of turnover or rebalance frequency, an ETF shareholder can potentially defer all capital gains until they sell their shares.

**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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