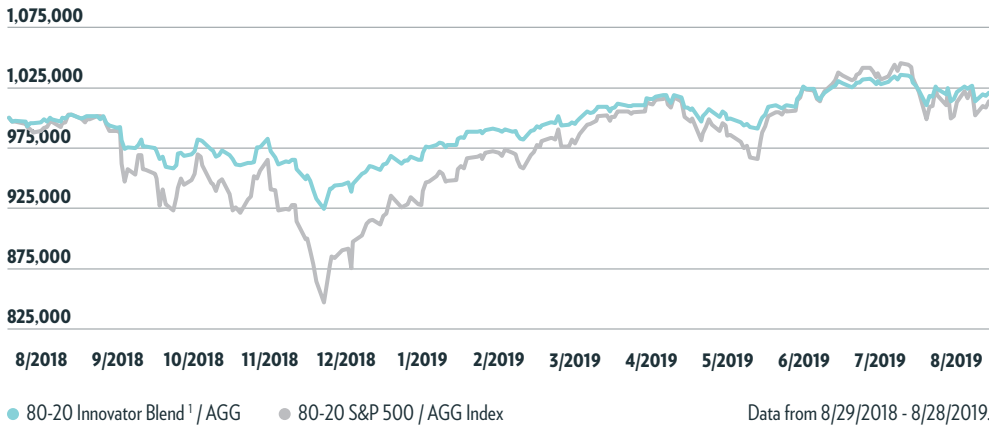


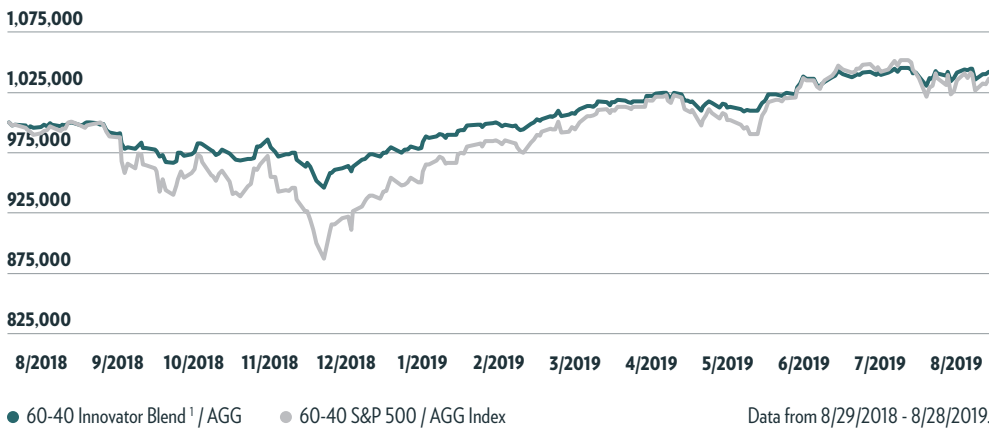
Incorporating Defined Outcome ETFs in a Traditional Asset Allocation

ASSET ALLOCATION COMPARISON: 80-20



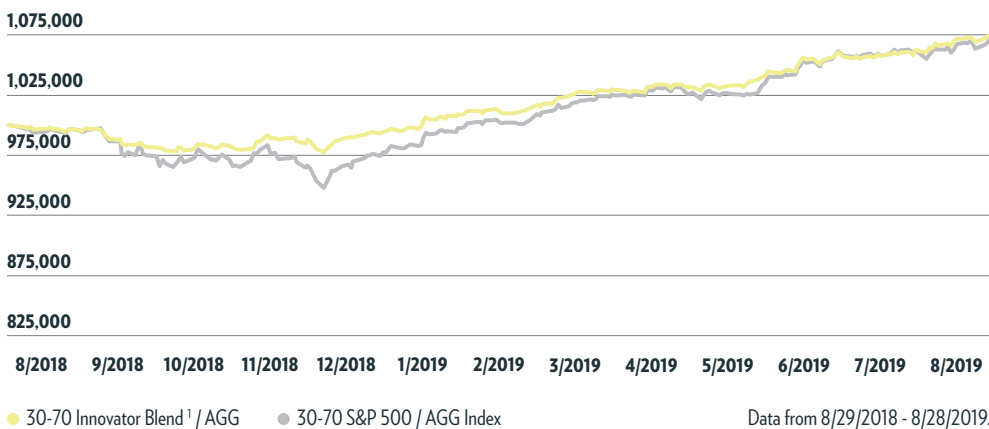
	80-20 Innovator Blend / AGG	80-20 S&P 500 / AGG Index
Return	2.11%	1.37%
Volatility	6.61%	12.74%
Return / Risk	0.32	0.11
Max Drawdown	-7.76%	-15.55%

ASSET ALLOCATION COMPARISON: 60-40



	60-40 Innovator Blend / AGG	60-40 S&P 500 / AGG Index
Return	4.23%	3.63%
Volatility	4.84%	9.14%
Return / Risk	0.87	0.40
Max Drawdown	-5.45%	-11.30%

ASSET ALLOCATION COMPARISON: 30-70



	30-70 Innovator Blend / AGG	30-70 S&P 500 / AGG Index
Return	7.42%	7.03%
Volatility	2.77%	4.32%
Return / Risk	2.67	1.63
Max Drawdown	-2.25%	-5.21%



DO YOU HAVE ADDITIONAL QUESTIONS ABOUT DEFINED OUTCOME ETFs?

Email us at info@innovatoretfs.com or speak with an Innovator consultant at 800.208.5212.

STANDARDIZED PERFORMANCE

	TICKER	FUND NAV SINCE INCEPTION	FUND CLOSING PRICE SINCE INCEPTION	INCEPTION DATE
Innovator S&P 500 Buffer ETF	BJUL	1.09%	0.98%	8/29/2018
Innovator S&P 500 Power Buffer ETF	PJUL	2.37%	2.48%	8/8/2018
Innovator S&P 500 Ultra Buffer ETF	UJUL	2.43%	2.54%	8/8/2018

Data as of 6/30/2019. 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.

	1Y	3Y	5Y	10Y	INCEPTION
AGG NAV Return	7.84%	2.26%	2.91%	3.78%	4.02% ²
AGG Market Price Return	7.79%	2.2%	2.91%	3.73%	4.01% ²
AGG Index Return	7.87%	2.31%	2.95%	3.9%	4.17% ²
SPY NAV	10.27%	14.04%	10.58%	14.54%	9.51% ³
SPY Market Value	10.18%	14.00%	10.56%	14.52%	9.5% ³

² AGG inception date: Sept. 22, 2003

³ SPY inception date: Jan. 22, 1993

Data as of 6/30/2019. The performance quoted represents past performance and does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Current performance may be lower or higher than the performance quoted. AGG's gross expense ratio is 0.06%. SPY's gross expense ratio is 0.0945%. You cannot invest in an index.

Volatility is a statistical measure of the dispersion of returns for a given security or market index. Return/Risk is the relationship between the amount of return gained on an investment and the amount of risk undertaken in that investment. Max drawdown measures the largest single drop from peak to bottom in the value of a portfolio (before a new peak is achieved).

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.

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 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. Additionally, FLEX Options may be less liquid than standard options. In a 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.

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

Investors purchasing shares after an outcome period has begun may experience very different results than funds' investment objective. Initial outcome periods are approximately 1-year 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 inception. 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 Index losses during the Outcome Period. You will bear all Index losses exceeding 9, 15 or 30%. 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 Funds' 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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