

# LDRS

INNOVATOR IBD® ETF LEADERS ETF



- > High conviction, automated, tactical asset allocation
- > Tax efficient, easily accessed, and low cost
- > Go-anywhere, globally allocated ETF of ETFs
- > Rebalanced monthly

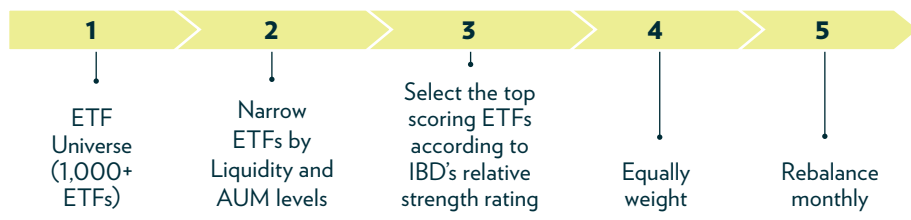
## QUICK FACTS

Ticker	LDRS
Launch date	12/21/2017
Management fee	0.60%
Acquired fund fees	0.56%
Total expense ratio	1.16%
Index	IBD® ETF Leaders Index
Exchange	NYSE

The Innovator IBD® ETF Leaders ETF (LDRS) stands alone in seeking to provide investors with an independently managed portfolio of top-ranking ETFs even as market conditions shift over time. LDRS is an ETF of ETFs based on the IBD® ETF Leaders Index. The Index rebalances monthly using IBD's time-tested research and analysis to offer a rules-based, dynamically-constructed, globally-allocated portfolio in a single-ticket ETF solution. It is the only issuer agnostic ETF of ETFs on the market today.

<b>SIMPLIFY YOUR INVESTING</b> No new accounts needed, easy to access, transparent, stay invested across all market environments	<b>MANAGED ETF PORTFOLIO SOLUTION IN SINGLE-TRADE</b> Tactical changes managed for you in a single ETF	<b>DISTINCTIVELY TAX-EFFICIENT</b> Tax-efficient way to access a tactical global portfolio	<b>IBD'S TIME-TESTED RESEARCH</b> Complement existing portfolio allocation or use as a new core holding
---	---	---	--

## THE IBD® ETF LEADERS RULES-BASED PROCESS



## A TAX-EFFICIENT, GO-ANYWHERE STRATEGY

The IBD® ETF Leaders Index's monthly rebalance feature allows it to adapt to changing markets conditions. All of LDRS' tactical changes are handled within the ETF, meaning you can defer capital gains and maximize long-term returns. The index's investment strategy is unique; it moves across asset classes, geographies and themes by evaluating more than 1,000 ETFs, only investing in top performing ETFs. LDRS' tax-efficient ETF structure allows cross-asset-class moves without triggering a taxable event.

“In the ever growing automated, robo-constructed ETF managed portfolio space, LDRS stands apart by providing a layer of tax-efficiency to its high conviction, rules-based, go-anywhere strategy.”  
 - Bruce Bond, CEO, Innovator

## ABOUT IBD®

Founded in 1984, IBD® is a leading financial news and research organization whose mission is to help our customers make more money in the stock market.



	<b>Equity ETFs</b>	U.S., Emerging Markets, Developed Markets <i>Beta, Sectors, Industries, Themes, Smart-Beta, Countries, Regions</i>
	<b>Fixed Income ETFs</b>	U.S., Emerging Markets, Developed Markets <i>Corporates, Government, Munis, High Yield, Alternatives, Cash</i>
	<b>Alternative ETFs</b>	Precious Metals, Real Estate, Alternative Strategies, Commodities (equity-based), TIPS
	<b>Cash ETFs</b>	T-Bills, Money Market

## AUTOMATED WEALTH MANAGEMENT SOLUTIONS FOR INVESTORS TODAY

	INNOVATOR IBD® ETF LEADERS ETF (LDRS)	AUTOMATED ETF-CONSTRUCTED PORTFOLIOS
Dynamically Constructed and Automated	●	●
Globally Allocated	●	●
Rules Based	●	●
More Tax Efficient	●	
Exchange Traded	●	
No Minimums	●	●
Strategically Allocated		●
Tactically Allocated	●	

Investing involves risks. Principal loss is possible. There is no assurance that the Fund's investment objectives will be achieved. 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. It is not possible to invest directly in an index.

To the extent that the Index concentrates in the securities of issuers in a particular industry or sector, the Fund will also concentrate its investments to approximately the same extent. The Fund may be susceptible to loss due to adverse occurrences to the extent that the Fund's investments are concentrated in a particular issuer or issuers, region, market, industry, group of industries, sector or asset class.

The "IBD" mark and logo have been licensed to the Adviser by Investor's Business Daily, Inc. ("IBD") for use in connection with the Fund under certain circumstances. The Fund is not sponsored, endorsed or sold by IBD. IBD makes no representation regarding the advisability of investing in the Fund. Investor's Business Daily® mark and associated logos are used with permission by IBD.

**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 innovatoretf.com. Read it carefully before investing.**

Innovator ETFs are distributed by Foreside Fund Services, LLC.

Copyright © 2017 Innovator Capital Management, LLC

## LDRS HOLDINGS

TICKER	NAME	as of Jan, 2018
VNM	VanEck Vectors Vietnam ETF	
REMX	VanEck Vectors Rare Earth/Strategic Metals ETF	
PICK	iShares MSCI Global Metals & Mining Producers ETF	
XME	SPDR S&P Metals & Mining ETF	
SPY	SPDR S&P 500 ETF Trust	
XHB	SPDR S&P Homebuilders ETF	
TAN	Guggenheim Solar ETF	
ITB	iShares U.S. Home Construction ETF	
CHIQ	Global X China Consumer ETF	
EZA	iShares MSCI South Africa ETF	

Holdings are subject to change

## ADAPTING TO CHANGING MARKETS

The IBD® ETF Leaders Index does not have asset class, geographic, sector or industry constraints, allowing it to provide uninhibited go-anywhere exposure.

