

## 30 Disruptive Technology Companies in One ETF

|               |                          |
|---------------|--------------------------|
| Ticker        | LOUP                     |
| Launch Date   | July 25, 2018            |
| Expense Ratio | 0.70%                    |
| Index         | Loup Frontier Tech Index |
| Exchange      | NYSE Arca                |
| Exposure      | Frontier Technology      |
| # of Holdings | 30                       |
| Weighting     | Conviction Weighted      |
| Rebalance     | Quarterly                |

### WHY BUY LOUP?

- » Exposure to the next wave of technology
- » High conviction exposure to leading frontier tech companies identified by Loup Ventures' research
- » Adapts in rapidly evolving space
- » Tax-efficient, easily accessed ETF
- » Minimal overlap to existing tech ETFs

### ABOUT LOUP VENTURES

## LOUP VENTURES

Loup Ventures is a frontier technology-focused venture capital fund founded in 2017 that invests in companies in various frontier technology themes. Loup's team has covered the technology space for over 20 years.

The **Innovator Loup Frontier Tech ETF (LOUP)** provides investors access to a portfolio of disruptive, cutting-edge technology companies driven by the rules-based research of Loup Ventures, a frontier tech venture capital firm.

We believe frontier technology possesses perhaps the highest growth potential of any area in the market today. As this space rapidly evolves, investors may be increasingly challenged to know which themes or stocks to invest in. Utilizing the expertise of a technology research firm to select the most relevant names within frontier technology may prove a more comprehensive, effective and impactful long-term approach for investors.

As the technology asset class becomes a more prominent piece of investors' portfolios, the **Innovator Loup Frontier Tech ETF** serves as a long-term solution to stay invested in the most cutting-edge technology companies today and in the future.

### 5 THEMES DRIVING TECHNOLOGY FORWARD TODAY



#### ARTIFICIAL INTELLIGENCE (AI)

The keystone technology of the next wave, enabling widespread automation not possible before.



#### ROBOTICS

Implementation of AI across industrial, commercial, domestic, military and social & entertainment spaces.



#### AUTONOMOUS VEHICLES

Transition towards electric, fully autonomous vehicles, more people relying on ride sharing services as primary form of transportation.



#### COMPUTER PERCEPTION

The combination of capturing and understanding data primarily through computer vision and computer audition (sight and hearing).



#### AUGMENTED & VIRTUAL REALITY

The evolution beyond the smartphone and PC, creating immersive experiences beyond the simple 2D environments we primarily interact with today.

### THE INVESTMENT OPPORTUNITY OF FRONTIER TECHNOLOGY



Robotics market cap by 2025 according to the International Federal of Robotics and Loup Ventures.



Labor market at risk for long-term automation.



Potential impact on US wages from automation.



Augmented Reality-enabled smartphone market cap by 2025.

Source: Loup Ventures as of 7.20.2018.

## THE LOUP ADVANTAGE FOR LONG-TERM INVESTING

Investors want exposure to cutting edge areas of the market that hold the most promise for the future, yet may be difficult to identify, analyze or access. In the case of LOUP, it holds a portfolio of global stocks with the highest potential for disruption within technology. The ETF structure and LOUP's research allows the portfolio to adapt as new trends emerge and others fade.

- » **Opportunistic** – Capture unique exposures in the market today in names not commonly found in other investments
- » **Growth** – Frontier technology possesses an enormous amount of growth potential and can serve as high growth allocation
- » **Technology** – Alternative to more traditional technology portfolios which focus on the largest technology companies by market

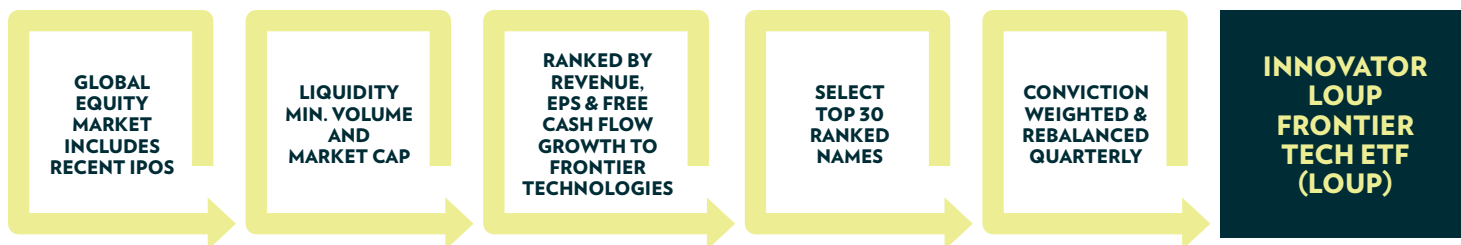
## LOW OVERLAP TO EXISTING TECHNOLOGY ETFS

LOUP offers unique exposures for investors not available in existing technology focused indexes or ETFs. Rather than focus on large cap technology names, LOUP relies on the research of Loup Ventures to provide pure exposure to companies driving the next wave of technology.

| OVERLAP TO INNOVATOR LOUP FRONTIER TECH ETF (LOUP) | NASDAQ 100 INDEX | S&P 500 TECHNOLOGY INDEX |
|--|------------------|--------------------------|
| % Weight Overlap                                   | 3.2%             | 2.3%                     |
| # Names  | 3 out of 29      | 2 out of 29              |

Source: Innovator & Bloomberg L.P. as of 7.23.2018

## LOUP FRONTIER TECH INDEX METHODOLOGY



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.

The Fund's investment objectives, risks, charges and expenses should be considered carefully before investing. The prospectus contains this and other important information, and it may be obtained at [innovatoretfs.com](http://innovatoretfs.com). Read it carefully before investing.

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## FRONTIER CATEGORY WEIGHTS

| INDUSTRY            | WEIGHT |
|---------------------|--------|
| Robotics            | 24%    |
| AI                  | 22%    |
| Computer Perception | 20%    |
| Autonomous Vehicles | 18%    |
| AR/VR               | 16%    |

## TOP 10 HOLDINGS

| TOP 10 HOLDINGS        | WEIGHT |
|------------------------|--------|
| Renishaw PLC           | 6%     |
| II-VI Inc              | 5%     |
| Micron Technology Inc  | 5%     |
| ams AG                 | 5%     |
| Keyence Corp           | 4%     |
| ABB Ltd                | 4%     |
| Aerovironment Inc      | 4%     |
| Fabrinet               | 4%     |
| STMicroelectronics NV  | 4%     |
| Intuitive Surgical Inc | 4%     |

Source: Loup Ventures and Bloomberg L.P., as of 7.25.2018