

## Innovator S&P 500 Ultra Buffer ETF

AS OF APRIL 1, 2019

### APRIL SERIES

#### OVERVIEW

The Innovator S&P 500 Ultra Buffer ETF seeks to track the return of the S&P 500 Price Index (up to a predetermined cap) while buffering investors against losses from -5% to -35% over the outcome period. The ETF can be held indefinitely, resetting at the end of each outcome period (approximately annually).

Innovator Defined Outcome ETFs are the first ETFs that allow investors to take advantage of market growth while maintaining defined levels of buffers against loss.

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.

*The outcomes that the Fund seeks to provide may only be realized if you are holding shares on the first day of the Outcome Period and continue to hold them on the last day of the Outcome Period, approximately one year. There is no guarantee that the Outcomes for an Outcome Period will be realized or that the Fund will achieve its investment objective.*

#### DETAILS

Ticker	UAPR
Listing date	April 1, 2019
Exposure	S&P 500 Price Index <sup>1</sup>
Cap (gross)	10.57%
Cap (net of fees and expenses) <sup>2</sup>	9.78%
Buffer level	30.00%
Rebalance frequency	Annual
Expense ratio	0.79%
Series	April

#### KEY POINTS

- » Defined downside buffer levels
- » Exposure to S&P 500 upside performance (to a cap)
- » Low cost, flexible, liquid, and transparent
- » No credit risk
- » Rebalances annually and can be held indefinitely

#### PAYOFF PROFILE (1 YEAR)



■ S&P 500 Price Index<sup>1</sup>  
■ Innovator S&P 500 Ultra Buffer ETF

*For information purposes only. Does not represent actual fund performance. Past performance is not indicative of future results. Intended to illustrate the return profile the investment objective seeks to achieve relative to the S&P 500. Illustration does not account for fund fees and expenses.*

#### PERFORMANCE

	YTD	1yr	3yr	5yr	10yr	Inception
Innovator S&P 500 Ultra Buffer ETF, April (NAV)	-	-	-	-	-	-
Innovator S&P 500 Ultra Buffer ETF, April (Mkt Price)	-	-	-	-	-	-
S&P 500 Price Index <sup>1</sup>	-	-	-	-	-	-

*Data as of 1/2/2019. 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](http://innovatoretfs.com/define) for current month-end performance. One cannot invest directly in an index.*

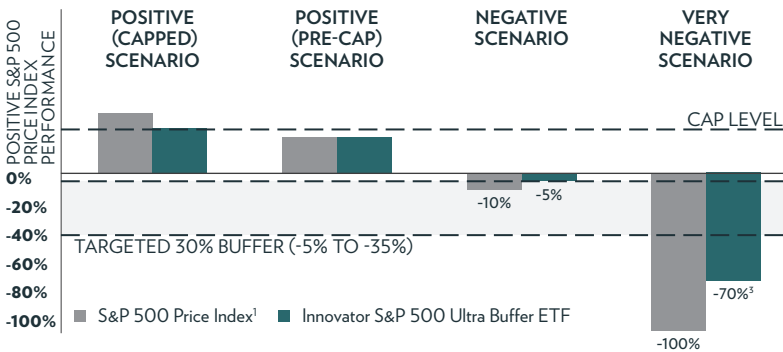
#### ANALYSIS

	St. Dev.	Beta	Alpha	Sharpe
Innovator S&P 500 Ultra Buffer ETF, April	-	-	-	-
S&P 500 Price Index <sup>1</sup>	-	-	-	-

*Since inception.*



## MARKET SCENARIOS (1 YEAR)



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. Illustrated results do not include fund fees and expenses. Upside participation, downside participation, and buffer levels are fixed for the life of the Fund. The cap level is established at the beginning of each outcome period (approximately annually). The Fund will not consistently track the S&P 500.

<sup>1</sup> The S&P 500 Price Index is a broad measure of U.S. large cap stocks, and does not include the reinvestment of dividends.

<sup>2</sup> Fees and Expenses include the Fund's management fee of 0.79%, any shareholder transaction fees and any extraordinary expenses.

<sup>3</sup> This graph is provided merely to illustrate the outcomes that the Fund seeks to provide based upon the performance of the S&P 500 Price Index. The Fund may experience losses greater than 70%.

## HOLDINGS

Position	Long /Short	Strike	Expiration
S&P 500 Index Call Option	Purchased	1700.64	3/31/20
S&P 500 Index Call Option	Sold	3401.29	3/31/20
S&P 500 Index Call Option	Sold	3133.90	3/31/20
S&P 500 Index Put Option	Sold	1700.64	3/31/20
S&P 500 Index Put Option	Purchased	3401.29	3/31/20
S&P 500 Index Put Option	Sold	1842.35	3/31/20
S&P 500 Index Put Option	Purchased	2692.67	3/31/20

Subject to change.

## DEFINED OUTCOME PROCESS



POWERED BY:

**There is no assurance that the fund will achieve its investment objectives.**

**Investing involves risks.** 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, FLEX Option counterparty risk, cyber security risk, fluctuation of net asset value risk, investment objective risk, limitations of intraday indicative value risk, liquidity risk, management risk, market maker risk, market risk, non-diversification risk, operation risk, options risk, Outcome Period risk, tax risk, trading issues risk, upside participation risk and valuation risk. Unlike mutual funds, the Funds 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.

**FLEX Options Risk.** The Fund will utilize FLEX Options issued and guaranteed for settlement by the Options Clearing Corporation (OCC). FLEX options, are non-standard options that allow both the writer and purchaser to negotiate various terms. Terms that are negotiable include the exercise style, strike price, expiration date, as well as other feature. The Fund bears the risk that the OCC will be unable or unwilling to perform its obligations under the FLEX Options contracts. 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 certain other securities such as standardized options. In 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 S&P 500 via a basket of Flex Options. As a result, the ETFs are not expected to move directly in line with the S&P 500 during the interim period. Investors purchasing shares in 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.innovatoretf.com](http://www.innovatoretf.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 S&P 500 Price Index losses during the Outcome Period. You will bear all S&P 500 Price Index losses exceeding 9, 15, and 30%. Shares purchased after the Outcome Period has begun or sold prior to the Outcome Period's conclusion, may experience investment returns very different from those that the Fund seeks to provide. 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.

**Each Fund's investment objectives, risks, charges and expenses should be considered before investing. The prospectus contains this and other important information, and may be obtained at 800.208.5212. Read it carefully before investing.**

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