

# ABOUT

## Innovator ETFs

Our goal is to bring revolutionary exchange-traded funds (ETFs) that change the investing landscape and bring more certainty to the financial planning process. We accomplish this through:



### INNOVATION

We are passionate about moving the world forward in the way it manages money, risk, and retirement. To this end, we are committed to providing investors with innovative products they never considered or thought possible.



### DISRUPTION

Innovator is leading the Defined Outcome ETF Revolution™, through its Defined Outcome ETFs™—the world's first and largest ETF family that seeks to provide defined exposures to broad markets; a concept that has formerly been confined to the multi-trillion dollar annuity and structured products markets.



### RELENTLESS SIMPLIFICATION

We believe the investment product world has become convoluted and complex. The inner workings of a product may be intricately woven, but the way it is delivered must be relentlessly simple.

## Leadership

Innovator is led by two ETF pioneers who founded one of the largest ETF providers in the world. For nearly two decades, Bond and Southard have been providing investors with innovative ETFs. Their goal in developing Innovator ETFs was to lead the next wave of innovation in the ETFs, called Defined Outcome ETFs.



**BRUCE BOND**



**JOHN SOUTHARD**

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.

# What we offer

Innovator offers investors multiple investment solutions delivered through the benefit-rich ETF vehicle. Defined Outcome ETFs seek to provide investors structured exposures to broad markets, where the upside growth, downside risk management, and outcome period, are all known, prior to investing. The result is an efficient product suite that seeks several benefits:

1

**DEFINED DOWNSIDE BUFFER (OR FLOOR) LEVELS**

2

**DEFINED EXPOSURES TO BROAD MARKET UPSIDE PERFORMANCE, TO A CAP**

3

**LOW COST, FLEXIBLE, LIQUID, AND TRANSPARENT**

4

**NO CREDIT RISK**

5

**RESETS ANNUALLY AND CAN BE HELD INDEFINITELY**

## Defined Outcome ETFs

### **BUFFER ETFS™**

Seek to provide exposure to broad markets (to a cap), with built-in buffers of 9%, 15% or 30%, over an outcome period.

## Traditional ETFs

### **INVESTOR'S BUSINESS DAILY (IBD) ETFs**

ETFs based on indexes that leverage decades of Investor's Business Daily's research, including its signature investing tool—the IBD® 50.

### **THEMATIC ETFs**

Innovative ETF solutions based on strategies developed by leading partners.

The Defined Outcome ETFs seek to generate returns that match the returns of its benchmark Index, up to the Cap on potential upside returns, while limiting downside losses by a predetermined buffer, over the course of a 1-year period. There is no guarantee the fund will achieve its investment objective.

# Awards



ETF.com Awards

**2019 ETF ISSUER OF THE YEAR<sup>1</sup>**



WealthManagement.com Industry Awards (The Wealthies)

**2019 ASSET MANAGERS: ETFS AWARD<sup>2</sup>**



Mutual Fund and ETF Industry Awards (Fund Intelligence)

**2019 NEW ALTERNATIVE ETF OF THE YEAR<sup>3</sup>**



ETF.com Awards

**2018 MOST INNOVATIVE NEW ETF<sup>4</sup>**

## Contact



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1. Awarded to the ETF issuer that has done the most to improve investor outcomes through product introductions, product performance, fund management, asset gathering, investor support and innovation in 2019. ETF.com Award winners are selected in a three-part process designed to leverage the insights and opinions of leaders throughout the ETF industry. Step 1) Open nominations. Step 2) ETF.com Awards Nominating committee votes to select 5 finalists. Step 3) Winners among these finalists will be selected by a majority vote of the ETF.com Awards Selection committee, a group of independent ETF experts from throughout the ETF community. Committee members will recuse themselves from voting in any category in which they or their firms appear as finalists. Ties will be decided where possible with head-to-head runoff votes.
2. Wealth Management Industry ETF award is given to a new initiative or program, or an enhancement to an existing platform, that improves advisors' understanding, usage and portfolio management of ETFs. Criteria include quantitative measures—such as specific feature set, usage, adoption, scope, scale, advisor survey scores, etc.—along with qualitative measures such as innovation, creativity, new methods of deployment, etc. Step 1) Open Nominations Step 2) Finalists are selected by a panel of judges. Step 3) Panel of judge's vote on winner.
3. The Alternative ETF award is given to the most successful ETF providing exposure to non-traditional investments, such as real estate, commodities and liquid alternatives. Success is determined by a combination of several factors, such as flows, fund objectives and innovation. ETFs launched on or after Jan. 1, 2019 are eligible for entry. The shortlists and winners are comprised of individuals and firms who have submitted entries or been nominated via the on-line submission process, as well as through recommendations from leading market participants. Judges will use the submitted application material, as well as any uploaded supplemental information, to determine which firm, individual or product they believe to be the most suitable and deserving winners for each category. Judges have the discretionary power to move nominations into alternative categories that they think may be more suitable.
4. Awarded to the most groundbreaking and disruptive ETF launched in 2018. This is an ETF that is pushing the envelope in terms of what kinds of exposures can be packaged into an ETF. Only ETFs with inception dates after Dec. 31, 2017 were eligible. The judging process follows the same protocol as the previously listed ETF.com award.



**Market Disruptions Resulting from COVID-19.** The outbreak of COVID-19 has negatively affected the worldwide economy, individual countries, individual companies and the market in general. The future impact of COVID-19 is currently unknown, and it may exacerbate other risks that apply to the Fund.

**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 Options Clearing Corporation (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](http://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](http://innovatoretfs.com). Read it carefully before investing.***

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