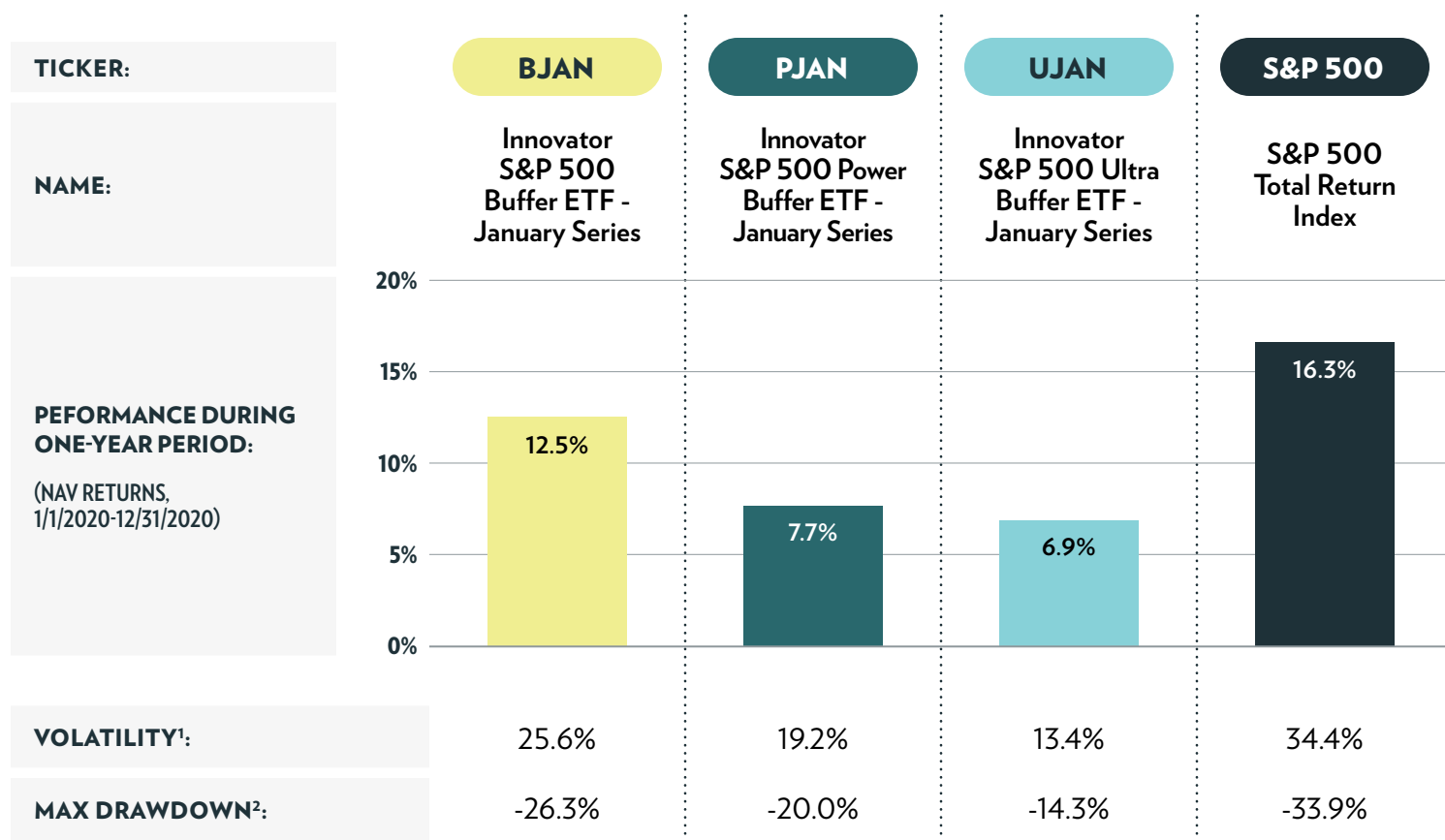


ADVISOR PERSPECTIVE

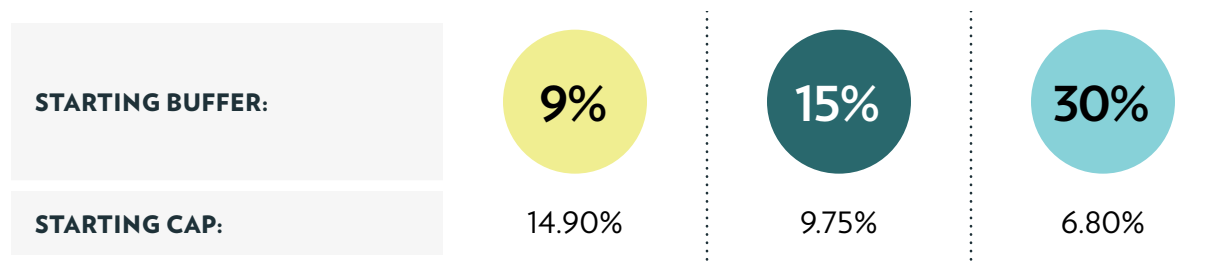
January Series 2021

The markets experienced quite a ride in 2020. The devastation to the US economy that occurred in a span of three weeks, led to a recovery that lasted the rest of the year. In the middle of March, it would have been hard to predict that 2020 would be a year in which we end up over 16%. Innovator is the creator of the Defined Outcome ETFs, the first ETFs to provide investors with equity market growth, to a cap, with built-in buffers against market losses of 9%, 15%, or 30% over a one-year period. We believe the January series of our S&P 500 ETFs, which rebalanced on 1/1, is well-positioned to capture the potential upside of the market, to a cap, and aid in reducing the volatility and drawdown risk the market may face.



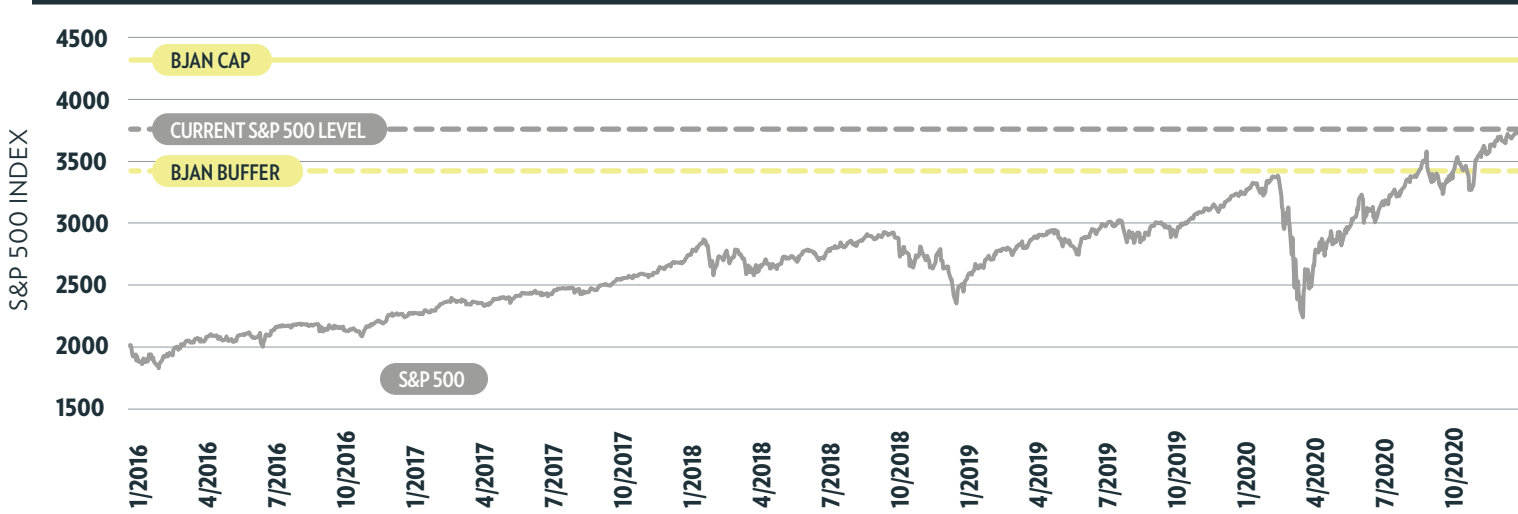
Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. The most recent month-end performance can be found at innovatoretf.com.

The Innovator Defined Outcome ETFs - January Series rebalanced on January 1, 2021.

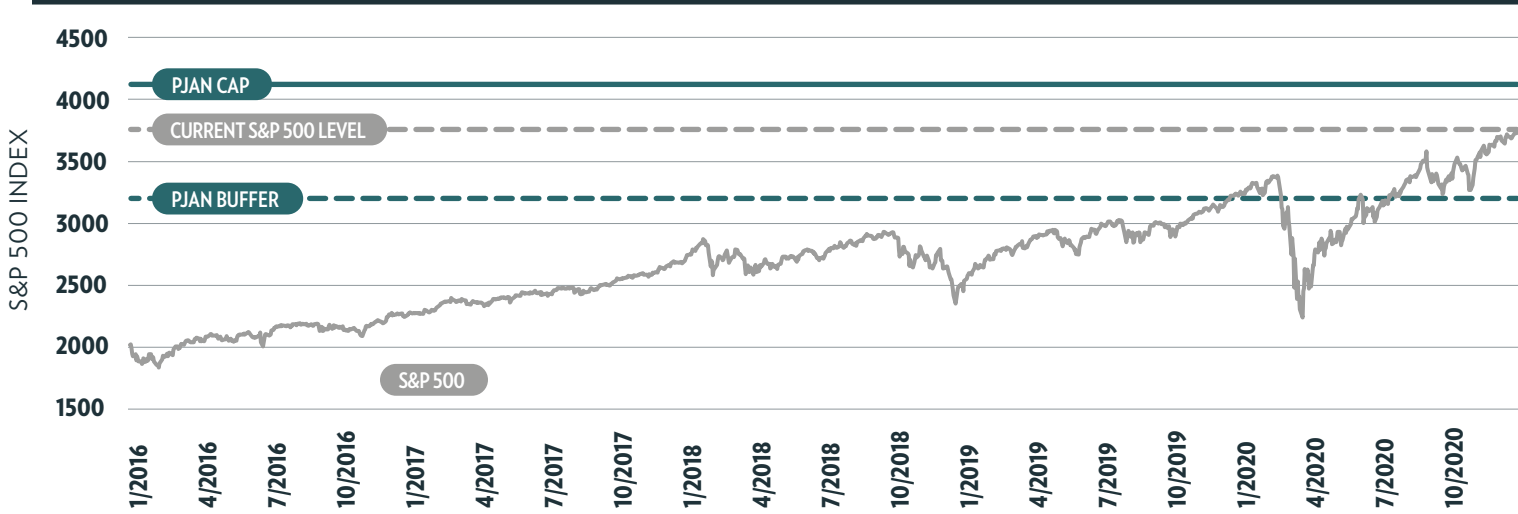


The Funds have characteristics unlike many other traditional investment products and may not be suitable for all investors. For more information regarding whether an investment in the Fund is right for you, please see "Investor Suitability" in the prospectus. For the most up to date buffer and cap information go to innovatoretf.com.

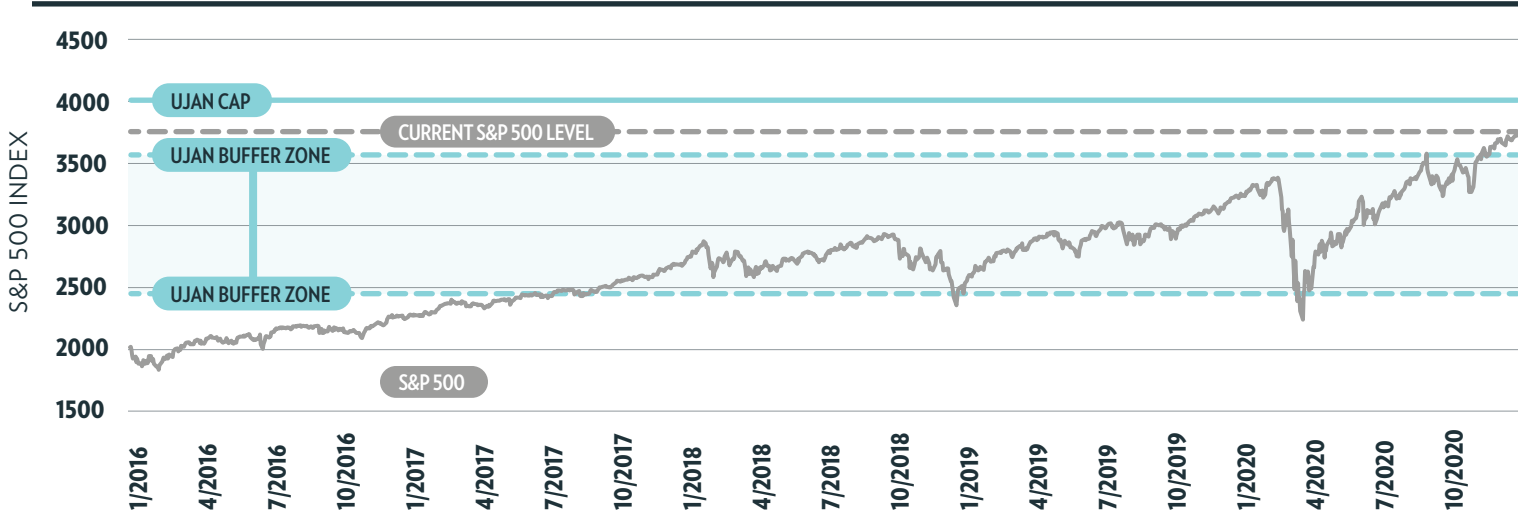
S&P 500 BUFFER ETF - JANUARY SERIES



S&P 500 POWER BUFFER ETF - JANUARY SERIES



S&P 500 ULTRA BUFFER ETF - JANUARY SERIES



Source: Bloomberg L.P. and Innovator ETFs as of December 31, 2020. Past performance is not indicative of future results. You cannot invest directly in an index.

**STANDARDIZED PERFORMANCE**

	Ticker	NAV			MARKET PRICE			Inception Date
		YTD	1 Year	Inception	YTD	1 Year	Inception	
Innovator S&P 500 Buffer ETF	BJAN	12.53%	12.53%	16.87%	12.54%	12.54%	16.94%	12/31/2018
Innovator S&P 500 Power Buffer ETF	PNOV	7.73%	7.73%	10.36%	7.68%	7.68%	10.42%	12/31/2018
Innovator S&P 500 Ultra Buffer ETF	UJAN	6.93%	6.93%	9.01%	7.37%	7.37%	9.11%	12/31/2018

As of 12/31/2020. The 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.

- 1 Volatility is a statistical measure of the dispersion of returns for a given security or market index.
- 2 Max drawdown is the maximum observed loss from a peak to a trough of a portfolio, before a new peak is attained.

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.

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

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 reference asset via a basket of Flex Options. As a result, the ETFs are not expected to move directly in line with the reference asset 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 inceptioned. 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 reference asset losses during the Outcome Period. You will bear all reference asset 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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