

Innovator Defined Wealth Shield ETF (BALT)

Defined Outcome ETFs™: Position Your Clients for 2022

The Innovator Defined Wealth Shield ETF (BALT) seeks to offer upside to U.S. equities, to a cap, with a 20% buffer every quarter. The ETF is designed to serve as a highly defensive equity-based strategy that does not hold bonds and therefore has no interest rate or credit risk.

WHY BALT?

Highly Defensive Strategy

BALT is the only ETF that offers a 20% buffer on U.S. equities every quarter. Since 1958, the S&P 500 has realized 3-mo losses greater than -20% only 3% of the time.¹

Ease of Implementation

BALT offers a 3-mo outcome period which may provide potentially more favorable entry points for advisors. We believe BALT is a viable solution for model portfolios.

One Ticker Strategy

The ETF is not part of a monthly or quarterly series and carries an expense ratio of 0.69%.

Since its inception on July 1, 2021, BALT has delivered a risk profile more in line with bonds than equities, as shown in the table below.

July 1 - December 27	BALT	Core Bonds	Corporates	High Yield	1-3 Yr Treasuries	Short-Term Corporates	S&P 500
Return	0.86%	0.01%	-0.06%	1.60%	-0.54%	0.10%	12.24%
Volatility	1.91%	3.80%	4.85%	2.52%	0.74%	0.31%	12.79%
Max Drawdown	-0.66%	-2.05%	-2.47%	-1.99%	-0.76%	-0.13%	-5.12%
Risk/Return	0.45	0.00	-0.01	0.63	-0.72	0.32	0.96

Volatility is a statistical measure of the dispersion of returns for a particular asset or index.

Max drawdown is the peak-to-trough decline of an asset or index during a specific period.

Risk/Return is the relationship between the amount of risk undertaken in that investment and the amount of return gained on an investment.

Source: Bloomberg L.P. from July 1st, 2021 to December 27th, 2021. Core bonds represented by the ICE BofA US Corp, Govt & Mtg Index, Corporates by the ICE BofA US Corp Index, High Yield by the ICE BofA US High Yield Index, U.S. Treasuries by the ICE U.S. Treasury 1-3 Year Bond Index. Short term corporates by the ICE BofA 0-1 Year US Corp Index and U.S. Equities by the S&P 500 Index.

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 for current month-end performance.

The referenced indices are shown for general market comparisons. Investors cannot directly invest in an index and unmanaged index returns do not reflect any fees, expenses or sales charges. Each of these indices represent asset classes that have their own set of characteristics and risks that may differ from actual investments and investors should consider these risks carefully prior to making any investment decisions. Comparisons to indexes have limitations. Particularly, index results do not represent actual trading or any material economic and market factors that might have had an impact on an adviser's decision making. The data shown does not reflect or compare features of an actual investment, such as its objectives, costs and expenses, liquidity, safety, guarantees or insurance, fluctuation of principal or return, or tax features.

WHERE DOES BALT FIT?

As investors position for rising interest rates and higher market volatility, BALT may be a timely solution given its highly defensive strategy. Below are three ways to incorporate the ETF in the portfolio:

1

Prepare for Rising Rates – For investors shortening duration to hedge against rising rates, BALT does not carry interest rate risk. BALT's upside cap is positively correlated to higher rates and volatility.

2

Reallocate Bond Exposure – Investors underweight bonds or seeking alternatives to low-yielding solutions may consider BALT, an equity-based defensive strategy.

3

Behavioral – Many clients may be fearful of investing in the market today. BALT's targeted 20% quarterly buffer may provide a sufficient level of known downside mitigation to allow an investor to access the market, to a cap.

We believe BALT can serve as a core allocation to the defensive portion of investor portfolios, especially as they continue to evaluate solutions for a low-yield environment the risk of rising interest rates.

¹ Bloomberg L.P. as of December 28th, 2021.

	YTD	1 Year	3 Year	5 Year	Since Inception
BALT NAV	-	-	-	-	0.07%
BALT Closing Price	-	-	-	-	0.47%
S&P 500 Price Return Index	-	-	-	-	0.23%

Data as of 9/30/2021. The Fund inception on 6/30/2021.

The fund has 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.

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.

BALT is 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 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, provides important Fund information as well information relating to the potential outcomes of an investment in a Fund on a daily basis.

The Fund only seeks 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 the buffer. 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 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. Read it carefully before investing.

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