

BUFB Laddered 9% Buffer ETF[™]

Strategy	Laddered Buffer ETFs [™]
No of Holdings	12
Expense Ratio	0.89%
Inception Date	2/9/2022
Exchange	CBOE BZX
INVESTMENT OBJECTIVE	
The Innovator Laddered Allocation Buffer ETF (BUFB) is built to provide equal-weighted exposure to each of Innovator's 12 monthly 9% Buffer ETFs.	

BUFB AVG STARTING CAP 19.15%		BUFB holds equal amounts of the 12 underlying 9% Buffer ETFs, with a semi-annual rebalance. The table below indicates starting caps for each of the underlying ETFs.			
BJAN 17.99%	BFEB 16.92%	BMAR 18.24%	BAPR 18.32%		
BMAY 19.45%	BJUN 19.92%	BJUL 19.24%	BAUG 20.34%		
BSEP 19.76%	BOCT 20.31%	BNOV 20.56%	BDEC 18.75%		




Data as of 3/31/2024.

ABOUT BUFFER ETFs

Buffer ETFs are engineered for S&P 500 ETF exposure, to a cap, with built-in risk management for the first 9% of losses over a 12-month outcome period.

THE CASE FOR BUFB

BUFB is designed to provide access to a 9% buffer strategy, to a cap, without the same time and resources required to monitor a full suite of ETFs.

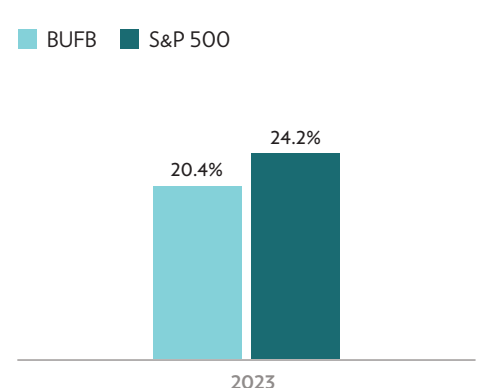
-  Lower Volatility & Beta Relative to the S&P 500 ETF
-  Reduced Drawdowns
-  Model Friendly, Single-Ticker Solution

VALUE OF BUILT-IN BUFFERS

	BUFB	S&P 500
Annualized Returns	6.4%	3.6%
Volatility	13.6%	19.2%
Beta	0.70	1.00
Max Drawdown	-14.9%	-22.8%

Source: Bloomberg, L.P. Data from 2/9/2022 to 1/31/2024.

CALENDAR YEAR RETURNS



Source: Bloomberg, L.P. Data from 12/31/2022 to 12/31/2023.

Performance quoted represents past performance, which is no guarantee of future results. Returns less than one year are cumulative. Visit www.innovatoretf.com/bufb for current month-end and standardized performance. 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.

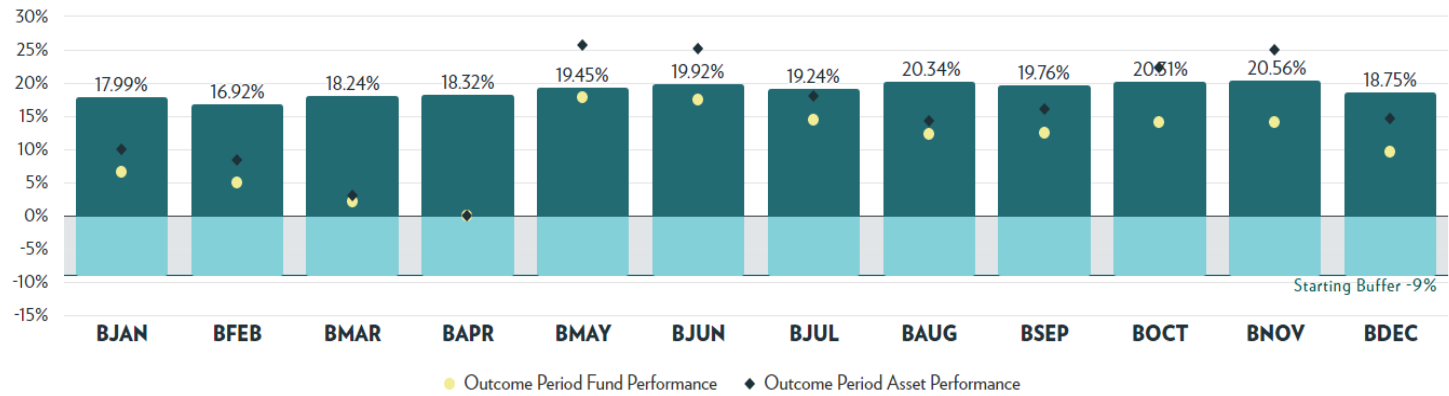


BUFB MECHANICS



HOW BUFB WORKS

The chart below illustrates where each ETF is relative to its cap and buffer:



Data as of 3/31/2024. Performance quoted represents past performance, which is no guarantee of future results. Returns less than one year are cumulative. Visit www.innovatoretf.com/performance for current month-end and standardized performance. 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.

IMPORTANT RISK INFORMATION

Standard Deviation is a measure of how spread out the prices or returns of asset are on average. Beta is a measure of volatility.

Investing involves risks, and loss of principal is possible.

The Fund, in accordance with the MerQube US Large Cap Equity Buffer Laddered Index, will be continuously invested in a laddered portfolio of the twelve Underlying ETFs. The index is rebalanced semi-annually such that each Underlying ETF will constitute 1/12 of the Index portfolio before fees and expenses. Each Underlying ETF seeks to match the performance S&P ETF Trust (SPY), up to a specified cap, while buffering against a 9% loss over the course of an approximately one-year time period that begins on the first trading day of the month indicated in the Underlying ETF's name when the fund enters into its FLEX Option positions and ends on the market's closure on the last trading day of the month immediately preceding the month indicated its name when those FLEX Options expire. There is no guarantee that the defined outcome strategy of an Underlying ETF in any given Outcome Period will be achieved.

Underlying ETF Risk. While the Underlying ETFs seek to provide certain investment outcomes, there is no guarantee that they will successfully do so. Because the Fund's value is based on the value of the Underlying ETFs, the Fund's investment performance largely depends on the investment performance and associated risks of the Underlying ETFs.

Fund-of-Funds Risk. As the Fund invests in Underlying ETFs, the Fund also has exposure to additional risks as well, which includes numerous market trading risks, active market risk, authorized participant concentration risk, buffered loss risk, cap change risk, cap 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 detailed list of risks to the Fund, see the prospectus. As each Underlying ETF may be invested in FLEXible EXchange® Options ("FLEX Options") that reference the S&P ETF Trust, 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 Fund is a "fund-of-funds" and does not itself pursue a defined outcome strategy, nor does it seek to provide a buffer against S&P ETF Trust losses. Depending upon prevailing market

conditions, an investor purchasing Shares of the Fund may experience investment returns that underperform the investment returns provided by the Underlying ETFs themselves because one or more Underlying ETFs may have exhausted the buffer that it seeks to provide or have little upside available due to the index return being close to or exceeding to its Cap. Additionally, as a shareholder in other ETFs, the Fund bears its proportionate share of each ETF's expenses, subjecting Fund shareholders to duplicative expenses.

The Index seeks to provide laddered investing in the Underlying ETFs. Laddered investing refers to investments in several similar securities that have different maturities or reset dates, with the goal of mitigating timing risks associated with investing in a single investment. The laddered approach of the Index is designed to help an investor offset some of the timing risks inherent in the purchase of shares of a single Underlying ETF.

Innovator Capital Management, LLC maintains a webpage for the Fund and each Underlying ETF that provides current information relating to the Underlying ETF's sought-after outcomes. Prospective investors are encouraged to visit one or more of these webpages and read the prospectus and statement of additional information of the Underlying ETFs before investing in an either an Underlying ETF or the Fund.

The following marks: Accelerated ETFs®, Accelerated Plus ETF®, Accelerated Return ETFs®, Barrier ETF™, Buffer ETF™, Defined Outcome Bond ETF®, Defined Outcome ETFs™, Defined Protection ETF™, Define Your Future®, Enhanced ETF™, Floor ETF®, Innovator ETFs®, Leading The Defined Outcome ETF Revolution™, Managed Buffer ETFs®, Managed Outcome ETFs®, Step-Up™, Step-Up ETFs™, Target Protection ETF™ and all related names, logos, product and service names, designs, and slogans are the trademarks of Innovator Capital Management, LLC, its affiliates or licensors. Use of these terms is strictly prohibited without proper written authorization.

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 www.innovatoretf.com. Read it carefully before investing.

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