

## Innovator Laddered Allocation Power Buffer ETF™

AS OF MARCH 31, 2024

MANAGED BUFFER ETFs™

### OVERVIEW

The Innovator Laddered Allocation Power Buffer ETF™ tracks the FTSE Laddered Power Buffer Strategy Index. The Index is designed to ladder the 12 Innovator U.S. Equity Power Buffer ETFs™ to provide upside to U.S. equities, subject to caps, while seeking to buffer against the first 15% of U.S. equity losses. Each of the 12 ETFs in the Index is assigned an equal weight and will rebalance on a semi-annual basis

### DETAILS

Ticker	BUFF
Listing date	October 20, 2016
Conversion date	August 11, 2020
Exposure	FTSE Laddered Power Buffer Strategy Index
Rebalance Frequency	Semi-annual
Management Fee	0.10%
Acquired Fund Fees	0.79%
Total Expense Ratio	0.89%
Net Assets	\$406.02M
Exchange	Cboe BZX

### KEY POINTS

- » Diversified exposure to Buffer ETFs
- » Exposure to U.S. equities, to a cap.
- » Low-cost, flexible, liquid, and transparent
- » Tax-efficient\*
- » No credit risk†
- » Rebalances semi annually and can be held indefinitely

### HOLDINGS

Ticker	ETF	Weight
PAUG	Innovator U.S. Equity Power Buffer ETF™ - August	8.55%
PDEC	Innovator U.S. Equity Power Buffer ETF™ - December	8.45%
PJUL	Innovator U.S. Equity Power Buffer ETF™ - July	8.44%
PSEP	Innovator U.S. Equity Power Buffer ETF™ - September	8.43%
PJAN	Innovator U.S. Equity Power Buffer ETF™ - January	8.40%
PFEB	Innovator U.S. Equity Power Buffer ETF™ - February	8.39%
POCT	Innovator U.S. Equity Power Buffer ETF™ - October	8.28%
PJUN	Innovator U.S. Equity Power Buffer ETF™ - June	8.27%
PMAY	Innovator U.S. Equity Power Buffer ETF™ - May	8.25%
PMAR	Innovator U.S. Equity Power Buffer ETF™ - March	8.23%
PAPR	Innovator U.S. Equity Power Buffer ETF™ - April	8.23%
PNOV	Innovator U.S. Equity Power Buffer ETF™ - November	8.02%
	U.S. Bank Money Market Deposit Account	0.07%

Subject to change.

### PERFORMANCE

	YTD	1yr	3yr	5yr	Inception	Conversion
ETF NAV	4.11%	16.08%	6.97%	5.18%	7.97%	7.90%
ETF Market Price	4.14%	16.20%	6.96%	5.27%	8.01%	7.94%
Refinitiv Laddered Power Buffer Strategy Index	4.14%	16.14%	7.05%	-	-	7.99%
S&P 500 Index	10.56%	29.88%	11.49%	15.05%	14.82%	15.13%

Data as of 3/31/2024. The Fund inception on 10/19/2016. 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 quoted. Visit [innovatoretfs.com/BUFF](http://innovatoretfs.com/BUFF) for current month-end performance. One cannot invest directly in an index. The fund began tracking the FTSE Laddered Power Buffer Strategy Index on August 11, 2020. Performance prior to this represents a different fund strategy. The index inception on July 15, 2020. Index returns do not account for fund fees and expenses.

### ANALYSIS

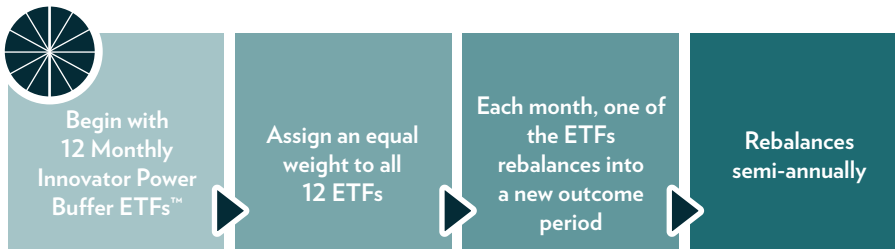
	Standard Deviation	Beta	Sharpe
ETF	7.76%	0.44	0.67
S&P 500 Index	17.17%	1	0.67

Since conversion.



## HOW THE ETF WORKS

BUFF invests in a laddered portfolio of 12 Power Buffer ETFs™, with defined outcome periods ranging from one to 12 months. Each month, one Power Buffer ETF™ concludes its one-year outcome period, and subsequently resets into another one-year outcome period. This process repeats monthly, allowing investors to participate in a diverse set of buffered outcomes on the S&P 500, smoothing out their overall investment experience.



### BUFF SUMMARY

- » Simplify Buffer ETF investing
- » Tax efficiency
- » Own multiple defined outcomes at once with one trade
- » Reduced cap timing risk
- » Smoother overall investment experience
- » Historically lower volatility, beta and drawdowns relative to the S&P 500

## IMPORTANT RISK INFORMATION

†ETFs use creation units, which allow for the purchase and sale of assets in the fund collectively. Consequently, ETFs usually generate fewer capital gain distributions overall, which can make them somewhat more tax-efficient than mutual funds. The fund and its underlying ETFs are not backed by the faith and credit of an issuing institution, so it not exposed to credit risk.

Standard Deviation is a measure of how spread out the prices or returns of asset are on average. Beta is a measure of volatility. Sharpe Ratio is a risk-adjusted measure calculated using standard deviation. Return/Risk is the relationship between the amount of return gained on an investment and the amount of risk undertaken in that investment.

Shares are bought and sold at market price, not net asset value (NAV), and are not individually redeemable from the fund. NAV represents the value of each share's portion of the fund's underlying assets and cash at the end of the trading day. Market price returns reflect the midpoint of the bid/ask spread as of the close of trading on the exchange where fund shares are listed.

**Investing involves risks, and loss of principal is possible.** The Fund may 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 Fund, in accordance with the FTSE Laddered Power Buffer Strategy 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 of the S&P ETF Trust (SPY), up to a specified cap, while buffering against a 15% 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 in 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.**

**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 and summary prospectus contains this and other important information, and it may be obtained at [www.innovatoretf.com](http://www.innovatoretf.com). Read it carefully before investing.*

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