

# Innovator Buffer ETFs™

Strategy	Buffer ETFs™
Number of Holdings	4
Expense Ratio	0.79%
Exchange	Cboe BZX
Rebalance Frequency	Annually
Series Offered	Monthly
Starting Buffer	9%

## TICKERS

BJAN	BFEB	BMAR
BAPR	BMAY	BJUN
BJUL	BAUG	BSEP
BOCT	BNOV	BDEC

## INVESTMENT OBJECTIVE

The Innovator U.S. Equity Buffer ETF™ seeks to track the return of the SPDR S&P 500 ETF Trust (SPY), to a cap, while buffering investors against the first 9% of losses over the outcome period.

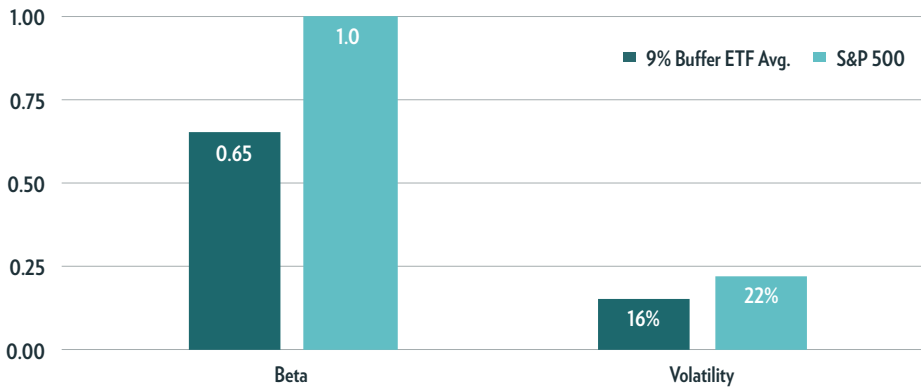
## WHY BUFFER ETFs™?

Upside exposure of US equities to a cap, with a 9% buffer against losses over the outcome period

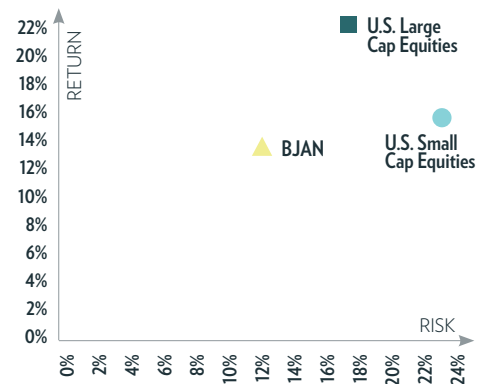
Narrow the range of potential return outcomes and remain in control of portfolios, regardless of market conditions

Historical volatility and beta have been consistently reduced approximately 25% and 30%, respectively, relative to the S&P 500 Index

## BUFFER ETFs™ VS. S&P 500



Source: Bloomberg LP, as of 3/31/2022  
Past Performance is no guarantee of future results. You cannot invest directly in an index.



Source: Zephyr from December 2018 to March 2022  
U.S. Large Cap equities are represented by the S&P 500 Index; U.S. Small Cap equities are represented by the Russell 2000 index.

## HOW ARE ADVISORS USING BUFFER ETFs™?

1

Low Volatility /  
Defensive Equity Replacement

2

Initiate Equity Exposure for  
Conservative Clients

3

Reduce Bond and Increase Equity  
Exposure without Materially Altering  
the Risk Profile of the Portfolio

For the common period 12/31/2018 - 3/31/2022	BJAN	S&P 500 Low Volatility Index	MSCI USA Minimum Volatility Index
Return	11.77%	14.47%	15.04%
Volatility	16.4%	20.7%	19.3%
Max Drawdown	-26.3%	-36.1%	-33.1%
Return/Risk	0.67	0.66	0.74

Source: Bloomberg LP, as of 3/31/2022.

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	TICKER	NAV				MARKET PRICE				INCEPTION DATE
		YTD	1 YEAR	3 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	INCEPTION	
Innovator U.S. Equity Buffer ETF™	BJAN	-3.26%	5.61%	10.83%	13.44%	-3.14%	5.80%	10.82%	13.49%	12/31/2018
	BFEB	0.51%	10.95%	-	13.50%	0.81%	11.44%	-	13.69%	1/31/2020
	BMAR	0.85%	12.27%	-	15.10%	1.19%	12.54%	-	15.33%	2/28/2020
	BAPR	1.77%	13.07%	10.78%	10.75%	1.62%	12.88%	10.78%	10.76%	3/29/2019
	BMAY	-1.51%	7.71%	-	13.55%	-1.26%	8.08%	-	13.64%	4/30/2020
	BJUN	-0.80%	7.03%	-	11.21%	-0.61%	7.29%	-	11.29%	5/31/2019
	BJUL	-1.30%	6.10%	9.01%	7.34%	-1.15%	6.52%	9.10%	7.43%	8/28/2018
	BAUG	-1.97%	6.07%	-	10.53%	-2.01%	6.06%	-	10.55%	7/31/2019
	BSEP	-2.54%	6.90%	-	12.06%	-2.31%	7.08%	-	12.17%	8/30/2019
	BOCT	-1.58%	8.75%	12.04%	9.84%	-1.52%	9.06%	12.19%	9.92%	9/28/2018
	BNOV	-2.55%	3.61%	-	9.84%	-2.50%	3.88%	-	9.98%	10/31/2019
	BDEC	-2.88%	7.34%	-	11.63%	-2.78%	7.54%	-	11.78%	11/29/2019

Data as of 3/31/2022. 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](http://innovatoretfs.com/define) for current month-end performance. One cannot invest directly in an index.

**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.

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.

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

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