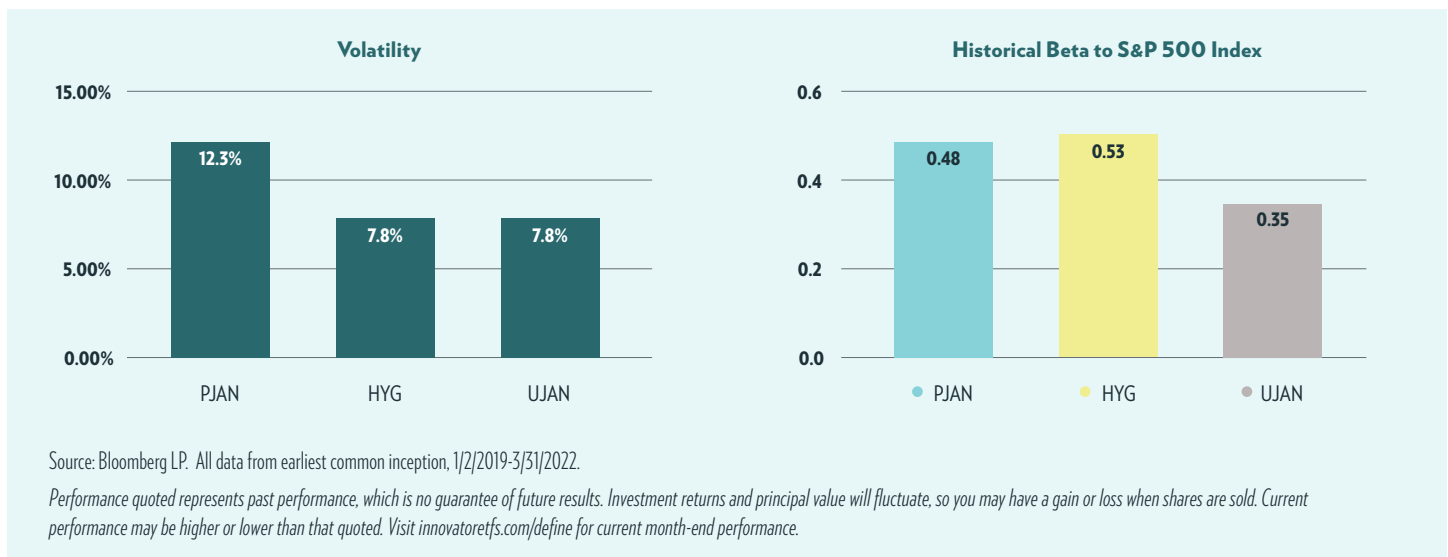


Defined Outcome ETF Case Study: High Yield

High yield bonds have become a strategic allocation in many portfolios, valued for their high return potential, low beta to equities, and lower volatility. They have delivered annualized returns of roughly 6% over the last decade, with about half the volatility of U.S. equities. Today, however, low yields have potentially altered the risk/return profile, leaving many investors in search of alternative defensive strategies. The case study below seeks to demonstrate why we believe Innovator Buffer ETFs should be considered as an equity-based alternative to traditional high yield.

DEFINED OUTCOME ETFs™ VS. HIGH YIELD

The charts below highlight how the historical beta and volatility of Innovator's 15% and 30% Buffer ETFs (PJAN & UJAN) compare to HYG, the iShares High Yield ETF. Given these historical risk metrics, we believe using a combination of the two may provide an alternative equity based strategy to fill a high yield allocation.



UNDERSTANDING THE RISK PROFILE OF HIGH YIELD AND DEFINED OUTCOME ETFs™

The risk/return statistics below highlight how three different combinations of PJAN and UJAN have behaved relative to HYG since their inception in January of 2019. Overall, the Buffer ETFs demonstrated lower volatility, a lower max drawdown, and slightly higher beta, while meaningfully increasing the total return and Share Ratio relative to HYG.

	60% PJAN/40% UJAN	HYG	Difference	
COMBINATION 1	Annualized Total Return	7.52%	5.23%	2.29%
	Volatility	10.11%	10.80%	-0.69%
	Beta	0.42	0.53	-0.11
	Max Drawdown	-18.10%	-22.00%	3.90%
	Sharpe Ratio	0.72	0.42	30.0%
	70% PJAN/30% UJAN	HYG	Difference	
COMBINATION 2	Annualized Total Return	7.68%	5.23%	2.45%
	Volatility	10.60%	10.80%	-0.20%
	Beta	0.44	0.53	-0.09
	Max Drawdown	-18.90%	-22.00%	3.10%
	Sharpe Ratio	0.71	0.42	0.29

	80% PJAN/20% UJAN	HYG	Difference	
COMBINATION 3	Annualized Total Return	7.83%	5.23%	2.60%
	Volatility	11.10%	10.80%	0.30%
	Beta	0.45	0.53	-0.08
	Max Drawdown	-19.7%	-22.00%	2.3%
	Sharpe Ratio	0.70	0.42	0.28

Source Bloomberg LP, Data Since Earliest Common Inception of 1/2/2019-3/31/2022

This combination was selected as it has historically provided a volatility similar to HYG.

Note: This is a small sample size given the limited history of defined outcome products not having a full market cycle of history. Investor's should consider potential risks before investing

Moving forward, we believe this combination of Buffer ETFs may be a compelling alternative to high yield exposure in a portfolio, especially given the low starting yields.

To see what Buffer ETFs look like in your portfolio, please reach out to your Regional Consultant.

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.

An Important Note about Buffer ETFs and Bonds

Buffer ETFs seek to track the return of a reference asset (benchmark index), to a cap, while targeting a predetermined buffer against loss over an outcome period. The funds use FLEX options to gain exposure. Buffer ETFs carry equity risk, which has historically been greater than bond risk. In order to produce a positive return, Buffer ETFs need equities to rise. If the equities fall more than the predetermined buffer, investors risk a loss. Unlike bonds, Defined Outcome ETFs cannot rise when equities fall.

Unlike equities, bonds pay coupons and their returns are not directly tied to the equity market. The price of a bond does not need to increase for an investor to profit. In addition, the price of bonds are affected by supply and demand. As a result bonds price have historically risen when equities have fallen as investors seek safety outside of equities. Bonds have maturity dates at which point principal must be repaid or a default occurs. Bonds are higher in the capital structure than equities and therefore carry significantly lower risk of loss.

In addition, Buffer ETFs do not provide income which is the typical investment objective of bond funds. The underlying options provide exposure to the price-return of their respective reference asset and therefore investors do not receive dividends or investment income through an investment in a Buffer ETF.

The purpose of some of the information in this material is to provide Investors with a means to evaluate investment strategies of PJAN and UJAN as compared to HYG. All funds are managed differently and do not react the same to economic or market events. The investment objectives, strategies, policies or restrictions of other funds may differ and more information can be found in their respective prospectuses. Therefore, we generally do not believe it is possible to make direct fund to fund comparisons in an effort to highlight the benefits of a fund versus another similarly managed fund. See the end of this PDF for important disclosures.

	YTD	1 Year	3 Year	5 Year	10 Year	Since Fund Inception
PJAN NAV	-2.31%	2.96%	6.51%	-	-	8.29%
PJAN Closing Price	-2.10%	3.23%	6.51%	-	-	8.38%
UJAN NAV	-2.27%	1.41%	5.12%	-	-	6.58%
UJAN Closing Price	-2.05%	1.91%	5.13%	-	-	6.68%
HYG NAV	-4.53%	-1.21%	3.26%	3.77%	4.53%	5.02%
HYG Closing Price	-4.73%	-1.73%	3.08%	3.66%	4.45%	4.97%

Data as of 3/31/2021. PJAN and UJAN inception on 12/31/2018 and have a 0.79% expense ratio. HYG inception on 4/4/2007 and has a 0.48% expense ratio. 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 and ishares.com/hyg for current month-end performance. One cannot invest directly in an index. Index returns do not represent the returns of the underlying reference asset and do not account for fund fees and expenses.

The funds only seek to provide their investment objective, which is not guaranteed, over the course of an entire outcome period. Investors who purchase shares after or sell shares before the end of an outcome period will experience very different outcomes than the funds seek to provide. There is no guarantee the funds' will achieve their investment objective.

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.

Defined Outcome ETFs™ 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 accepted. 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 predetermined 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 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 Funds is right for you, please see "Investor Suitability" in the prospectus.

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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Fund Ticker/ Name	PJAN, Innovator US Equity Power Buffer January ETF	UJAN, Innovator US Equity Ultra-Buffer January ETF	HYG, iShares iBoxx High Yield Corporate Bonds ETF
Inception Date	1/2/2019	1/2/2019	8/4/2007
Objective	The Innovator U.S. Equity Power Buffer ETF seeks to track the return of the SPDR S&P 500 ETF Trust (SPY), up to a predetermined cap, while buffering investors against the first 15% of losses over the outcome period. The ETF can be held indefinitely, resetting at the end of each outcome period, approximately annually	The Innovator U.S. Equity Ultra Buffer ETF seeks to track the return of the SPDR S&P 500 ETF Trust (SPY), up to a predetermined cap, while buffering investors against losses from -5% to -35% over the outcome period. The ETF can be held indefinitely, resetting at the end of each outcome period, approximately annually.	The iShares iBoxx \$ High Yield Corporate Bond ETF seeks to track the investment results of an index composed of U.S. dollar-denominated, high yield corporate bonds.
Expense Ratio	0.79%	0.79%	0.48%
Index	CBOE S&P500 Buffer Protect Index Balanced Series	CBOE S&P500 (-5% to -35%) Buffer Product Index January Series	Markit iBoxx USD Liquid High Yield Index
Principal Risks	PJAN targets a 15% buffer every 12 months; there is no guarantee that the buffer will be within this range or that the Fund will provide the buffer. The funds only seek to provide their investment objective, which is not guaranteed, over the course of an entire outcome period. Investors who purchase shares after or sell shares before the end of an outcome period will experience very different outcomes than the funds seek to provide. 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. The Funds are designed to provide point-to-point exposure to the price return of a 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. 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 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 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 predetermined 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 carefully before investing. The prospectus contains this and other important information, and it may be obtained at innovatoretfs.com. Read it carefully before investing.	UJAN targets a 30% (-5% to -35%) buffer every 12 months; there is no guarantee that the buffer will be within this range or that the Fund will provide the buffer. The funds only seek to provide their investment objective, which is not guaranteed, over the course of an entire outcome period. Investors who purchase shares after or sell shares before the end of an outcome period will experience very different outcomes than the funds seek to provide. 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. The Funds are designed to provide point-to-point exposure to the price return of a 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. 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 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 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 predetermined 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 carefully before investing. The prospectus contains this and other important information, and it may be obtained at innovatoretfs.com. Read it carefully before investing.	There are risks involved with investing in ETFs, including possible loss of money. Shares are not actively managed and are subject to risks similar to those of high yield corporate bonds. Ordinary brokerage commissions apply. The Fund's return may not match the return of the Underlying Index. The Fund is subject to certain other risks. The fund carries concentration risk, valuation risk, security risk, tracking error risk, call risk asset class risk, cyber security risk, credit risk, financial sector risk, authorized participant concentration risk, infection illness risk, geographic risk, income risk, index risk, interest rate risk, market risk, liquidity risk, management risk, securities lending risk, operational risk, risk of investing in the US, market trading risk, issuer risk; all of which are detailed in the fund prospectus.
AUM	\$512mm	\$115.7mm	\$17.4B