

	TICKER	FUND RETURN/ INDEX RETURN	REMAINING CAP ¹	REMAINING BUFFER ¹	DOWNSIDE BEFORE BUFFER ¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD
Innovator Stacker ETF	NEW 10/1! TSOC	3.09%/-	17.72%	-	-	10/1/2020 - 9/30/2021	342 days
	DSOC	2.60%/-	20.04%	-	-	10/1/2020 - 9/30/2021	342 days
	DBOC	1.69%/-	12.86%	-	-	10/1/2020 - 9/30/2021	342 days
Innovator 20+ Year Treasury Bond ETF	TBJL	-1.77%/-3.50%	11.06%	7.36%	0.00%	8/18/2020 - 6/30/2021	250 days
	TFJL	-1.74%/-3.50%	8.48%	96.53%	-3.47%	8/18/2020 - 6/30/2021	250 days
Innovator Nasdaq-100 Power Buffer ETF	NJAN	7.93%/33.89%	0.73%	28.52%	-7.99%	1/1/2020 - 12/31/2020	69 days
	NAPR	12.39%/49.65%	1.92%	31.73%	-11.47%	4/1/2020 - 3/31/2021	159 days
	NJUL	5.66%/15.12%	7.86%	20.56%	-5.60%	7/1/2020 - 6/30/2021	250 days
	REBALANCED 10/1! NOCT	1.03%/2.40%	14.70%	15.92%	-1.07%	10/1/2020 - 9/30/2021	342 days
Innovator Russell 2000 Power Buffer ETF	KJAN	0.94%/-1.67%	7.28%	11.99%	-1.57%	1/1/2020 - 12/31/2020	69 days
	KAPR	14.59%/42.40%	2.47%	27.13%	-13.18%	4/1/2020 - 3/31/2021	159 days
	KJUL	7.38%/13.82%	7.87%	18.20%	-7.12%	7/1/2020 - 6/30/2021	250 days
	REBALANCED 10/1! KOCT	3.29%/8.81%	9.54%	18.65%	-3.24%	10/1/2020 - 9/30/2021	342 days
Innovator MSCI EAFE Power Buffer ETF	IJAN	-0.82%/-7.45%	10.22%	8.29%	0.00%	1/1/2020 - 12/31/2020	69 days
	IJUL	2.81%/5.53%	5.51%	16.45%	-3.00%	7/1/2020 - 6/30/2021	250 days
Innovator MSCI Emerging Markets Power Buffer ETF	EJAN	3.13%/1.80%	8.56%	12.73%	-3.77%	1/1/2020 - 12/31/2020	69 days
	EJUL	4.33%/14.42%	3.78%	21.28%	-4.43%	7/1/2020 - 6/30/2021	250 days
Innovator S&P 500 Buffer ETF	BJAN	6.28%/7.28%	5.92%	8.62%	-6.55%	1/1/2020 - 12/31/2020	69 days
	BFEB	5.66%/7.45%	6.33%	9.37%	-5.93%	2/1/2020 - 1/31/2021	100 days
	BMAR	10.27%/17.31%	4.79%	12.60%	-9.83%	3/1/2020 - 2/28/2021	128 days
	BAPR	17.02%/34.09%	3.79%	17.14%	-14.99%	4/1/2020 - 3/31/2021	159 days
	BMAY	11.97%/19.04%	6.32%	12.49%	-11.07%	5/1/2020 - 4/30/2021	189 days
	BJUN	7.92%/13.84%	7.57%	12.41%	-7.65%	6/1/2020 - 5/31/2021	220 days
	BJUL	7.15%/11.78%	9.01%	11.67%	-6.92%	7/1/2020 - 6/30/2021	250 days
	BAUG	4.01%/5.93%	11.99%	10.06%	-4.04%	8/1/2020 - 7/31/2021	281 days
	BSEP	-0.32%/-0.99%	18.14%	8.30%	0.00%	9/1/2020 - 8/31/2021	312 days
	REBALANCED 10/1! BOCT	2.18%/3.05%	15.72%	9.51%	-2.18%	10/1/2020 - 9/30/2021	342 days
	BNOV	12.11%/14.08%	0.93%	8.65%	-11.58%	11/1/2019 - 10/31/2020	8 days
	BDEC	8.45%/10.31%	3.77%	9.00%	-8.51%	12/1/2019 - 11/30/2020	38 days
	Innovator S&P 500 Power Buffer ETF	PJAN	4.62%/7.28%	3.04%	15.70%	-5.06%	1/1/2020 - 12/31/2020
PFEB		4.17%/7.45%	3.57%	16.31%	-4.58%	2/1/2020 - 1/31/2021	100 days
PMAR		7.23%/17.31%	2.99%	20.28%	-7.26%	3/1/2020 - 2/28/2021	128 days
PAPR		12.03%/34.09%	2.55%	25.42%	-11.19%	4/1/2020 - 3/31/2021	159 days
PMAY		8.67%/19.04%	4.07%	20.24%	-8.36%	5/1/2020 - 4/30/2021	189 days
PJUN		5.64%/13.84%	5.02%	19.68%	-5.66%	6/1/2020 - 5/31/2021	220 days
PJUL		5.06%/11.78%	5.91%	18.89%	-5.07%	7/1/2020 - 6/30/2021	250 days
PAUG		2.88%/5.93%	7.58%	16.78%	-2.98%	8/1/2020 - 7/31/2021	281 days
PSEP		0.23%/-0.99%	11.36%	13.81%	-0.35%	9/1/2020 - 8/31/2021	312 days
REBALANCED 10/1! POCT		1.76%/3.05%	10.08%	15.74%	-1.78%	10/1/2020 - 9/30/2021	342 days
PNOV		7.91%/14.08%	0.00%	17.38%	-8.11%	11/1/2019 - 10/31/2020	8 days
PDEC		5.97%/10.31%	1.78%	16.60%	-6.35%	12/1/2019 - 11/30/2020	38 days
Innovator S&P 500 Ultra Buffer ETF		UJAN	3.68%/7.28%	3.21%	30.39%	-9.02%	1/1/2020 - 12/31/2020
	UFEB	3.34%/7.45%	3.51%	30.86%	-8.65%	2/1/2020 - 1/31/2021	100 days
	UMAR	4.92%/17.31%	2.37%	34.62%	-9.97%	3/1/2020 - 2/28/2021	128 days
	UAPR	7.41%/34.09%	1.77%	39.52%	-12.00%	4/1/2020 - 3/31/2021	159 days
	UMAY	5.20%/19.04%	2.81%	35.32%	-10.08%	5/1/2020 - 4/30/2021	189 days
	UJUN	3.19%/13.84%	3.61%	34.66%	-8.25%	6/1/2020 - 5/31/2021	220 days
	UJUL	2.66%/11.78%	4.00%	34.14%	-7.71%	7/1/2020 - 6/30/2021	250 days
	UAUG	1.71%/5.93%	5.15%	31.86%	-6.78%	8/1/2020 - 7/31/2021	281 days
	USEP	0.26%/-0.99%	7.71%	28.99%	-5.36%	9/1/2020 - 8/31/2021	312 days
	REBALANCED 10/1! UOCT	1.22%/3.05%	6.76%	30.73%	-6.20%	10/1/2020 - 9/30/2021	342 days
	UNOV	6.99%/14.08%	0.01%	31.04%	-11.98%	11/1/2019 - 10/31/2020	8 days
	UDEC	4.72%/10.31%	1.79%	31.08%	-9.99%	12/1/2019 - 11/30/2020	38 days

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¹Figures are net of accrued Outcome Period expenses to date.

Fund Return is the current NAV return after Fees and Expenses, since the start of the Outcome Period. **Index Return** is since the start of the Outcome Period. Investors purchasing the fund intra-period will achieve a different defined outcome than those who entered on day one. The **Remaining Cap** represents the maximum return the fund can achieve at its current price. The index may need to rise higher or lower than the remaining cap before the remaining cap is realized. **Remaining Buffer** is the current amount of downside buffer remaining at the ETF's current price, before fees and expenses, if held to the end of the Outcome Period. **Downside Before Buffer** is the amount of Fund loss incurred before the buffer begins. **Remaining Outcome Period** is the number of days remaining before the last day of the Outcome

Period. **Outcome Period** is the intended length of time over which the defined outcomes are sought. Please see the pricing tool at innovatoretf.com/define for more information.

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.

Please see back page for standardized performance and additional risk information.

	TICKER	NAV			MARKET PRICE			INCEPTION DATE
		YTD	1 YEAR	INCEPTION	YTD	1 YEAR	INCEPTION	
Innovator Nasdaq-100 Power Buffer ETF	NJAN	4.45%		4.45%	4.34%		4.34%	1/1/2020
	NAPR			8.89%			9.34%	4/1/2020
	NOCT	3.19%		9.02%	2.95%		8.56%	10/1/2019
Innovator Russell 2000 Power Buffer ETF	KJAN	-6.85%		-6.85%	-6.52%		-6.52%	1/1/2020
	KAPR			9.14%			9.44%	4/1/2020
	KOCT	-5.52%		-1.10%	-5.33%		-1.04%	10/1/2019
Innovator MSCI EAFE Power Buffer ETF	IJAN	-4.37%		-4.37%	-4.69%		-4.69%	1/1/2020
	IJUL	-4.81%	-0.73%	-0.73%	-4.93%	-1.01%	-1.00%	7/1/2019
Innovator MSCI Emerging Markets Power Buffer ETF	EJAN	-4.68%		-4.68%	-4.50%		-4.50%	1/1/2020
	EJUL	-4.26%	-0.90%	-0.90%	-4.70%	-1.38%	-1.37%	7/1/2019
Innovator S&P 500 Buffer ETF	BJAN	-2.35%	3.61%	12.03%	-2.53%	3.53%	11.97%	1/2/2019
	BFEB			-2.49%			-2.28%	2/3/2020
	BMAR			3.23%			3.38%	3/2/2020
	BAPR	-1.56%	6.44%	8.22%	-1.14%	6.66%	8.39%	4/1/2019
	BJUN	-0.91%	5.47%	10.15%	-0.67%	5.55%	10.12%	6/3/2019
	BJUL	-2.62%	4.63%	3.10%	-2.32%	4.77%	3.12%	8/29/2018
	BAUG	-2.25%		4.21%	-1.54%		4.43%	8/1/2019
	BSEP	-1.19%		5.77%	-0.99%		5.83%	9/3/2019
	BOCT	-1.64%	3.54%	3.23%	-1.24%	4.07%	3.34%	10/1/2018
	BNOV	-1.91%		2.44%	-1.56%		2.73%	11/1/2019
	BDEC	-2.12%		-0.17%	-1.91%		0.00%	12/1/2019
	Innovator S&P 500 Power Buffer ETF	PJAN	-1.23%	1.67%	7.65%	-1.41%	1.69%	7.64%
PFEB				-1.36%			-1.14%	2/3/2020
PMAR				2.34%			2.85%	3/2/2020
PAPR		-0.78%	4.03%	5.71%	-0.56%	3.87%	5.67%	4/1/2019
PJUN		2.82%	7.09%	9.99%	3.03%	6.94%	9.96%	6/3/2019
PJUL		-0.33%	4.57%	3.66%	0.00%	4.57%	3.72%	8/8/2018
PAUG		-0.75%		3.90%	-0.16%		4.10%	8/1/2019
PSEP		0.01%		4.80%	0.36%		5.04%	9/3/2019
POCT		-0.38%	3.76%	2.85%	-0.07%	2.87%	2.90%	10/1/2018
PNOV		-0.33%		2.38%	-0.55%		2.14%	11/1/2019
PDEC		-0.96%		0.28%	-0.88%		0.40%	12/1/2019
Innovator S&P 500 Ultra Buffer ETF		UJAN	-0.49%	2.15%	6.95%	-0.37%	2.08%	6.89%
	UFEB			-0.75%			-0.60%	2/3/2020
	UMAR			1.80%			1.63%	3/2/2020
	UAPR	-8.39%	-3.99%	-0.94%	-8.02%	-3.60%	-0.72%	4/1/2019
	UJUN	2.48%	6.43%	9.24%	2.49%	6.13%	9.02%	6/3/2019
	UJUL	0.29%	4.60%	3.71%	0.50%	4.55%	3.74%	8/8/2018
	UAUG	-0.97%		3.35%	-0.49%		3.58%	8/1/2019
	USEP	0.05%		3.81%	0.04%		3.72%	9/3/2019
	UOCT	-0.24%	2.72%	2.35%	-0.12%	3.01%	2.34%	10/1/2018
	UNOV	-0.32%		1.89%	-0.43%		1.87%	11/1/2019
	UDEC	-0.51%		0.43%	-0.52%		0.48%	12/1/2019

Data as of 6/30/2020. Each S&P 500, Nasdaq 100 and Russell 2000 ETF's expense ratio is 0.79%. Each MSCI EAFE and MSCI EM ETF's expense ratio is 0.85% and 0.89%, respectively. 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 for current month-end performance. One cannot invest directly in an index.

Market Disruptions Resulting from COVID-19. The outbreak of COVID-19 has negatively affected the worldwide economy, individual countries, individual companies and the market in general. The future impact of COVID-19 is currently unknown, and it may exacerbate other risks that apply to the Fund.

The ETFs referred to herein is not sponsored, endorsed, or promoted by MSCI Inc. or based upon the MSCI EAFE and MSCI Emerging Markets Indexes. MSCI Inc. bears no liability with respect to the ETFs. MSCI, MSCI EAFE, and MSCI Emerging Markets are trademarks or service marks of MSCI Inc. or its affiliates ("Marks") and are used hereto subject to license from MSCI. All goodwill and use of Marks inures to the benefit of MSCI and its affiliates. No other use of the Marks is permitted without a license from MSCI.

Technology Sector Risk. Companies in the technology sector are often smaller and can be characterized by relatively higher volatility in price performance when compared to other economic sectors. They can face intense competition which may have an adverse effect on profit margins.

Small Cap Risk. Small cap companies may be more volatile and susceptible to adverse developments than their mid and large cap counterpart. In addition, the small cap companies may be less liquid than larger companies.

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.

Non-U.S. securities and Emerging Markets are subject to higher volatility than securities of domestic issuers due to possible adverse political, social or economic developments, restrictions on foreign investment or exchange of securities, lack of liquidity, currency exchange rates, excessive taxation, government seizure of assets, different legal or accounting standards, and less government supervision and regulation of securities exchanges in foreign countries.

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.

These Funds are designed to provide point-to-point exposure to the price return of the Index via a basket of Flex

Options. As a result, the ETFs are not expected to move directly in line with the Index 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 Funds only seek to provide shareholders that hold shares for the entire Outcome Period with their respective buffer level against Index losses during the Outcome Period. You will bear all Index losses exceeding 9, 15 or 30%. 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 Funds' investment objectives, risks, charges and expenses should be considered 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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