

	TICKER	FUND RETURN/RA RETURN	REMAINING CAP¹	REMAINING BUFFER¹	DOWNSIDE BEFORE BUFFER¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD
Innovator Accelerated ETF®	XDSQ	5.03%/7.66%	0.64%	-	-	1/1/2024 - 3/31/2024	23 days
	XDQQ	6.13%/7.20%	1.34%	-	-	1/1/2024 - 3/31/2024	23 days
	XBJA	3.67%/7.66%	8.55%	11.79%	-3.69%	1/1/2024 - 12/31/2024	298 days
	XTJA	4.83%/7.67%	10.37%	-	-	1/1/2024 - 12/31/2024	298 days
	XDJA	5.48%/7.66%	10.95%	-	-	1/1/2024 - 12/31/2024	298 days
	QTJA	4.92%/7.20%	13.55%	-	-	1/1/2024 - 12/31/2024	298 days
	XBAP	13.53%/25.00%	0.25%	14.53%	-12.66%	4/1/2023 - 3/31/2024	23 days
	XTAP	17.36%/25.00%	0.25%	-	-	4/1/2023 - 3/31/2024	23 days
	XDAP	18.58%/24.99%	0.25%	-	-	4/1/2023 - 3/31/2024	23 days
	QTAP	20.58%/36.79%	0.22%	-	-	4/1/2023 - 3/31/2024	23 days
	XBJL	9.09%/15.44%	2.65%	12.29%	-8.88%	7/1/2023 - 6/30/2024	114 days
	XTJL	11.27%/15.45%	2.95%	-	-	7/1/2023 - 6/30/2024	114 days
	XDJL	12.10%/15.44%	3.22%	-	-	7/1/2023 - 6/30/2024	114 days
	QTJL	15.96%/18.84%	3.76%	-	-	7/1/2023 - 6/30/2024	114 days
	XBOC	8.90%/19.71%	4.50%	15.46%	-8.52%	10/1/2023 - 9/30/2024	206 days
	XTOC	11.61%/19.71%	4.93%	-	-	10/1/2023 - 9/30/2024	206 days
	XDOC	12.48%/19.71%	5.24%	-	-	10/1/2023 - 9/30/2024	206 days
	QTOC	14.34%/22.54%	6.11%	-	-	10/1/2023 - 9/30/2024	206 days
Innovator Hedged TSLA Strategy ETF	TSLH	-9.11%/-29.87%	20.29%	98.87%	-1.13%	1/1/2024 - 3/31/2024	23 days
Innovator 20+ Year Treasury Bond ETF	TBJL	-3.25%/-7.07%	20.36%	4.89%	0.00%	7/1/2023 - 6/30/2024	114 days
	TFJL	-3.10%/-3.37%	13.66%	97.89%	-2.11%	1/1/2024 - 3/31/2024	23 days
Innovator Growth-100 Power Buffer ETF™	NJAN	3.67%/7.20%	11.82%	17.03%	-3.68%	1/1/2024 - 12/31/2024	298 days
	NAPR	16.50%/36.80%	0.24%	22.95%	-14.91%	4/1/2023 - 3/31/2024	23 days
	NJUL	11.46%/18.84%	4.21%	17.64%	-10.83%	7/1/2023 - 6/30/2024	114 days
	NOCT	11.00%/22.54%	6.11%	20.38%	-10.25%	10/1/2023 - 9/30/2024	206 days
Innovator Russell 2000 Power Buffer ETF	KJAN	1.87%/3.05%	16.14%	15.53%	-1.98%	1/1/2024 - 12/31/2024	298 days
	KAPR	13.49%/15.94%	3.39%	14.05%	-12.63%	4/1/2023 - 3/31/2024	23 days
	KJUL	7.80%/10.44%	8.69%	15.25%	-7.79%	7/1/2023 - 6/30/2024	114 days
	KOCT	9.48%/17.03%	8.41%	18.36%	-9.01%	10/1/2023 - 9/30/2024	206 days
Innovator MSCI EAFE Power Buffer ETF	IJAN	2.37%/5.18%	12.14%	16.70%	-2.48%	1/1/2024 - 12/31/2024	298 days
	IAPR	9.91%/10.81%	4.69%	13.47%	-9.82%	4/1/2023 - 3/31/2024	23 days
	IJUL	6.77%/9.31%	8.61%	15.31%	-6.93%	7/1/2023 - 6/30/2024	114 days
	ISEP	8.07%/10.79%	9.90%	15.37%	-7.91%	9/1/2023 - 8/31/2024	176 days
	IOCT	9.58%/14.99%	7.54%	16.96%	-9.12%	10/1/2023 - 9/30/2024	206 days
	INOV	11.42%/18.42%	7.48%	17.67%	-10.55%	11/1/2023 - 10/31/2024	237 days
	IDEC	6.40%/9.43%	11.70%	16.08%	-6.24%	12/1/2023 - 11/30/2024	267 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.

Reference Asset 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 innovatoretfs.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

(RATES, CONTINUED)		TICKER	FUND RETURN/RA RETURN	REMAINING CAP¹	REMAINING BUFFER¹	DOWNSIDE BEFORE BUFFER¹	OUTCOME PERIOD	REMAINING OUTCOME PERIOD
Innovator MSCI Emerging Markets Power Buffer ETF™		EJAN	0.42%/1.52%	15.91%	15.69%	-0.58%	1/1/2024 - 12/31/2024	298 days
		EAPR	2.77%/3.45%	14.47%	14.30%	-3.53%	4/1/2023 - 3/31/2024	23 days
		EJUL	3.06%/3.19%	14.08%	14.03%	-3.59%	7/1/2023 - 6/30/2024	114 days
		EOCT	6.51%/7.56%	12.76%	14.48%	-6.50%	10/1/2023 - 9/30/2024	206 days
Innovator Quarterly Buffer ETFs		BALT	2.03%/7.66%	0.39%	23.58%	-2.12%	1/1/2024 - 3/31/2024	23 days
		EALT	5.07%/7.66%	0.91%	11.34%	-9.71%	1/1/2024 - 3/31/2024	23 days
		ZALT	2.63%/7.66%	0.46%	13.72%	-2.69%	1/1/2024 - 3/31/2024	23 days
Innovator Equity Defined Protection ETFs		AJAN	1.79%/7.66%	13.60%	98.09%	-1.91%	1/1/2024 - 12/31/2025	663 days
		TJUL	5.28%/13.50%	10.21%	94.48%	-5.52%	7/18/2023 - 6/30/2025	479 days
Innovator S&P 500 Buffer ETF	REBALANCED 3/1!	BJAN	5.03%/7.66%	12.17%	10.53%	-4.94%	1/1/2024 - 12/31/2024	298 days
		BFEB	3.53%/5.97%	12.84%	10.63%	-3.49%	2/1/2024 - 1/31/2025	329 days
		BMAR	0.53%/0.71%	17.60%	9.10%	-0.54%	3/1/2024 - 2/28/2024	357 days
		BAPR	18.72%/24.99%	0.44%	10.68%	-16.52%	4/1/2023 - 3/31/2024	23 days
		BMAY	16.88%/23.03%	1.51%	10.91%	-15.12%	5/1/2023 - 4/30/2024	53 days
		BJUN	16.22%/22.46%	2.56%	11.12%	-14.57%	6/1/2023 - 5/31/2024	84 days
		BJUL	12.47%/15.44%	5.44%	9.53%	-11.63%	7/1/2023 - 6/30/2024	114 days
		BAUG	10.15%/11.78%	8.73%	8.89%	-9.70%	8/1/2023 - 7/31/2024	145 days
		BSEP	10.73%/13.62%	7.71%	9.81%	-10.10%	9/1/2023 - 8/31/2024	176 days
		BOCT	12.75%/19.70%	6.34%	12.32%	-11.65%	10/1/2023 - 9/30/2024	206 days
		BNOV	12.94%/22.36%	6.45%	13.89%	-11.74%	11/1/2023 - 10/31/2024	237 days
		BDEC	8.07%/12.12%	9.65%	11.15%	-7.68%	12/1/2023 - 11/30/2024	267 days
Innovator S&P 500 Power Buffer ETF	REBALANCED 3/1!	PJAN	3.96%/7.66%	9.73%	17.09%	-3.95%	1/1/2024 - 12/31/2024	298 days
		PFEB	2.56%/5.97%	10.32%	17.21%	-2.58%	2/1/2024 - 1/31/2025	329 days
		PMAR	0.37%/0.72%	13.62%	15.22%	-0.38%	3/1/2024 - 2/28/2024	357 days
		PARP	13.74%/25.00%	0.31%	19.17%	-12.83%	4/1/2023 - 3/31/2024	23 days
		PMAY	12.56%/23.03%	1.04%	19.07%	-11.84%	5/1/2023 - 4/30/2024	53 days
		PJUN	12.04%/22.47%	1.86%	19.23%	-11.36%	6/1/2023 - 5/31/2024	84 days
		PJUL	9.81%/15.44%	3.50%	16.89%	-9.48%	7/1/2023 - 6/30/2024	114 days
		PAUG	8.50%/11.78%	5.69%	15.64%	-8.31%	8/1/2023 - 7/31/2024	145 days
		PSEP	8.47%/13.63%	5.56%	16.97%	-8.22%	9/1/2023 - 8/31/2024	176 days
		POCT	9.57%/19.71%	5.05%	19.91%	-9.08%	10/1/2023 - 9/30/2024	206 days
		PNOV	9.53%/22.36%	5.40%	21.55%	-8.98%	11/1/2023 - 10/31/2024	237 days
		PDEC	5.93%/12.12%	7.54%	18.38%	-5.81%	12/1/2023 - 11/30/2024	267 days
Innovator S&P 500 Ultra Buffer ETF	REBALANCED 3/1!	UJAN	3.75%/7.66%	9.66%	31.05%	-8.58%	1/1/2024 - 12/31/2024	298 days
		UFEB	2.65%/5.97%	10.57%	31.13%	-7.53%	2/1/2024 - 1/31/2025	329 days
		UMAR	0.42%/0.72%	14.29%	30.05%	-5.42%	3/1/2024 - 2/28/2024	357 days
		UAPR	12.46%/25.00%	0.29%	31.73%	-16.27%	4/1/2023 - 3/31/2024	23 days
		UMAY	11.23%/23.03%	0.99%	31.89%	-15.27%	5/1/2023 - 4/30/2024	53 days
		UJUN	10.90%/22.47%	1.77%	31.98%	-14.95%	6/1/2023 - 5/31/2024	84 days
		UJUL	9.53%/15.44%	3.42%	29.88%	-13.81%	7/1/2023 - 6/30/2024	114 days
		UAUG	8.27%/11.78%	5.58%	29.12%	-12.73%	8/1/2023 - 7/31/2024	145 days
		USEP	8.24%/13.63%	5.47%	30.15%	-12.65%	9/1/2023 - 8/31/2024	176 days
		UOCT	9.22%/19.71%	4.95%	32.33%	-13.37%	10/1/2023 - 9/30/2024	206 days
		UNOV	9.34%/22.36%	5.28%	33.48%	-13.40%	11/1/2023 - 10/31/2024	237 days
		UDEC	5.94%/12.12%	7.61%	31.49%	-10.54%	12/1/2023 - 11/30/2024	267 days



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STANDARDIZED PERFORMANCE	NAV						MARKET PRICE					INCEPTION DATE
	TICKER	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	
Innovator Accelerated ETF®	XDSQ	22.81%	22.81%			5.73%	23.01%	23.01%			5.75%	3/31/2021
	XDQQ	29.95%	29.95%			1.29%	30.15%	30.15%			1.28%	3/31/2021
	XBJA	17.38%	17.38%			2.09%	17.62%	17.62%			2.12%	12/31/2021
	XTJA	22.29%	22.29%			-1.17%	22.33%	22.33%			-1.24%	12/31/2021
	XDJA	24.19%	24.19%			-0.41%	24.32%	24.32%			-0.45%	12/31/2021
	QTJA	25.49%	25.49%			-8.78%	25.56%	25.56%			-8.81%	12/31/2021
	XBAP	20.27%	20.27%			7.04%	20.53%	20.53%			7.01%	3/31/2021
	XTAP	23.37%	23.37%			6.64%	23.46%	23.46%			6.64%	3/31/2021
	XDAP	24.25%	24.25%			7.23%	24.31%	24.31%			7.20%	3/31/2021
	QTAP	43.20%	43.20%			8.58%	43.32%	43.32%			8.52%	3/31/2021
	XBJL	19.37%	19.37%			7.22%	19.49%	19.49%			7.28%	6/30/2021
	XTJL	25.85%	25.85%			5.63%	25.72%	25.72%			5.61%	6/30/2021
	XDJL	28.62%	28.62%			6.48%	28.59%	28.59%			6.43%	6/30/2021
	QTJL	42.34%	42.34%			3.65%	42.39%	42.39%			3.60%	6/30/2021
	XBOC	20.11%	20.11%			6.71%	20.06%	20.06%			6.77%	9/30/2021
	XTOC	25.79%	25.79%			4.63%	25.42%	25.42%			4.60%	9/30/2021
	XDOC	28.28%	28.28%			5.77%	28.04%	28.04%			5.72%	9/30/2021
	QTOC	38.91%	38.91%			2.17%	38.43%	38.43%			2.09%	9/30/2021
Innovator Hedged TSLA Strategy ETF	TSLH	17.99%	17.99%			4.73%	17.42%	17.42%			4.35%	7/25/2022
Innovator 20+ Year Treasury Bond ETF	TBJL	4.27%	4.27%	-6.21%		-5.95%	4.12%	4.12%	-6.33%		-5.97%	8/17/2020
	TFJL	8.25%	8.25%	-4.14%		-4.30%	8.23%	8.23%	-4.37%		-4.35%	8/17/2020
Innovator Growth-100 Power Buffer ETF™	NJAN	20.75%	20.75%	3.09%		4.48%	20.95%	20.95%	3.04%		4.51%	12/31/2019
	NAPR	30.56%	30.56%	7.73%		9.86%	30.60%	30.60%	7.77%		9.84%	3/31/2020
	NJUL	29.56%	29.56%	7.23%		9.10%	29.52%	29.52%	7.26%		9.08%	6/30/2020
	NOCT	30.83%	30.83%	8.23%		9.91%	30.67%	30.67%	8.24%		9.89%	9/30/2019
Innovator Russell 2000 Power Buffer ETF	KJAN	14.32%	14.32%	5.76%		6.41%	14.71%	14.71%	5.76%		6.47%	12/31/2019
	KAPR	14.84%	14.84%	2.84%		6.43%	15.36%	15.36%	2.78%		6.48%	3/31/2020
	KJUL	11.72%	11.72%	1.45%		4.68%	11.78%	11.78%	1.61%		4.68%	6/30/2020
	KOCT	9.21%	9.21%	2.02%		3.12%	9.02%	9.02%	2.00%		3.09%	9/30/2019
Innovator MSCI EAFE Power Buffer ETF	IJAN	13.93%	13.93%	5.88%		5.58%	13.82%	13.82%	5.98%		5.61%	12/31/2019
	IAPR	7.82%	7.82%			1.22%	7.67%	7.67%			1.20%	3/31/2021
	IJUL	14.42%	14.42%	4.19%		3.96%	13.77%	13.77%	4.38%		3.91%	6/28/2019
	ISEP					4.84%					4.69%	8/31/2023
	IOCT	17.71%	17.71%			5.16%	17.54%	17.54%			5.12%	9/30/2021
	INOV					8.57%					8.57%	10/31/2023
	IDEC					3.47%					3.52%	11/30/2023
Innovator MSCI Emerging Markets Power Buffer ETF™	EJAN	5.17%	5.17%	-1.57%		1.62%	5.37%	5.37%	-1.54%		1.70%	12/31/2019
	EAPR	8.01%	8.01%			0.22%	8.19%	8.19%			0.28%	3/31/2021
	EJUL	2.52%	2.52%	-3.73%		-1.48%	3.50%	3.50%	-3.47%		-1.34%	6/28/2019
	EOCT	6.28%	6.28%			-2.50%	6.26%	6.26%			-2.40%	9/30/2021
Innovator Quarterly Buffer ETFs	BALT	7.45%	7.45%			4.30%	7.45%	7.45%			4.33%	6/30/2021
	EALT					6.64%					6.68%	9/30/2023
	ZALT					3.69%					3.83%	9/30/2023
Innovator Equity Defined Protection ETFs	TJUL					3.17%					3.26%	7/17/2023
Innovator S&P 500 Buffer ETF	BJAN	23.48%	23.48%	7.72%	11.29%	11.29%	23.66%	23.66%	7.65%	11.27%	11.27%	12/31/2018
	BFEB	22.48%	22.48%	10.48%		10.84%	22.35%	22.35%	10.43%		10.79%	1/31/2020
	BMAR	23.20%	23.20%	10.11%		11.60%	23.09%	23.09%	10.14%		11.57%	2/28/2020
	BAPR	22.97%	22.97%	8.75%		9.39%	23.16%	23.16%	8.83%		9.37%	3/29/2019
	BMAY	16.76%	16.76%	4.53%		7.90%	16.73%	16.73%	4.49%		7.88%	4/30/2020
	BJUN	16.87%	16.87%	4.61%		7.78%	16.81%	16.81%	4.62%		7.77%	5/31/2019
	BJUL	21.54%	21.54%	7.67%	9.86%	7.51%	21.73%	21.73%	7.69%	9.92%	7.55%	8/28/2018
	BAUG	20.07%	20.07%	6.50%		8.55%	20.11%	20.11%	6.48%		8.55%	7/31/2019
	BSEP	20.87%	20.87%	7.96%		10.03%	20.94%	20.94%	7.97%		10.02%	8/30/2019
	BOCT	21.42%	21.42%	8.57%	11.63%	9.01%	21.13%	21.13%	8.56%	11.80%	9.01%	9/28/2018
	BNOV	17.26%	17.26%	5.44%		7.79%	17.24%	17.24%	5.43%		7.80%	10/31/2019
	BDEC	20.06%	20.06%	7.79%		9.53%	19.86%	19.86%	7.82%		9.49%	11/29/2019
Innovator S&P 500 Power Buffer ETF	PJAN	18.05%	18.05%	6.80%	8.21%	8.21%	18.18%	18.18%	6.79%	8.23%	8.23%	12/31/2018
	PFEB	14.96%	14.96%	7.60%		7.58%	15.08%	15.08%	7.52%		7.60%	1/31/2020

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STANDARDIZED PERFORMANCE CONTINUED	NAV						MARKET PRICE					
	TICKER	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	YTD	1 YEAR	3 YEAR	5 YEAR	INCEPTION	INCEPTION DATE
Innovator S&P 500 Power Buffer ETF Continued	PMAR	16.20%	16.20%	7.71%		8.55%	15.95%	15.95%	7.79%		8.53%	2/28/2020
	PAPR	16.11%	16.11%	6.09%		6.50%	16.45%	16.45%	6.22%		6.53%	3/29/2019
	PMAY	12.30%	12.30%	3.44%		5.77%	12.05%	12.05%	3.55%		5.75%	4/30/2020
	PJUN	12.32%	12.32%	3.46%		6.21%	12.28%	12.28%	3.53%		6.20%	5/31/2019
	PJUL	20.04%	20.04%	7.85%	8.77%	7.10%	19.87%	19.87%	7.96%	8.76%	7.12%	8/7/2018
	PAUG	17.90%	17.90%	5.62%		7.03%	17.71%	17.71%	5.66%		7.04%	7/31/2019
	PSEP	18.91%	18.91%	7.54%		8.31%	18.84%	18.84%	7.58%		8.31%	8/30/2019
	POCT	20.27%	20.27%	9.09%	10.03%	8.13%	20.12%	20.12%	9.09%	10.09%	8.13%	9/28/2018
	PNOV	14.15%	14.15%	5.96%		7.46%	14.08%	14.08%	5.96%		7.45%	10/31/2019
	PDEC	17.89%	17.89%	6.66%		7.22%	17.43%	17.43%	6.57%		7.22%	11/29/2019
Innovator S&P 500 Ultra Buffer ETF	UJAN	15.60%	15.60%	4.90%	6.52%	6.52%	15.89%	15.89%	4.86%	6.54%	6.54%	12/31/2018
	UFEB	11.97%	11.97%	4.16%		4.79%	11.91%	11.91%	4.18%		4.80%	1/31/2020
	UMAR	12.54%	12.54%	4.39%		5.21%	12.22%	12.22%	4.41%		5.20%	2/22/2020
	UAPR	10.82%	10.82%	3.16%		2.49%	10.60%	10.60%	3.19%		2.49%	3/29/2019
	UMAY	12.54%	12.54%	2.48%		3.82%	12.53%	12.53%	2.45%		3.82%	4/30/2020
	UJUN	12.27%	12.27%	2.36%		4.68%	12.17%	12.17%	2.42%		4.68%	5/31/2019
	UJUL	17.78%	17.78%	4.68%	6.24%	4.72%	17.65%	17.65%	4.62%	6.31%	4.71%	8/7/2018
	UAUG	17.70%	17.70%	3.35%		4.95%	17.71%	17.71%	3.28%		4.95%	7/31/2019
	USEP	19.06%	19.06%	4.98%		5.91%	18.62%	18.62%	4.89%		5.89%	8/30/2019
	UOCT	19.08%	19.08%	6.41%	7.61%	5.92%	18.66%	18.66%	6.31%	7.54%	5.92%	9/28/2018
	UNOV	14.31%	14.31%	3.89%		5.29%	14.18%	14.18%	3.80%		5.28%	10/31/2019
	UDEC	16.79%	16.79%	4.05%		4.84%	16.80%	16.80%	4.03%		4.85%	11/29/2019

Data as of 12/31/2023. Each U.S. Equity, Growth-100 and U.S. Small Cap ETF's expense ratio is 0.79%. Each International Developed and EM ETF's expense ratio is 0.85% and 0.89% respectively, and BALT is 0.69%. 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 innovatoretf.com/define for current month-end performance. One cannot invest directly in an index.

Accelerated ETFs®: Seek to offer approximately 2 or 3 times the upside return of SPY or QQQ, to a cap, with approximately single exposure to the downside, over a 3-month or 1-year outcome period.

Buffer ETFs™: Seek to provide investors with equity market appreciation, up to a cap, and downside buffer levels, over a 3-month or 1-year outcome period.

Hedged Single Stock ETF: Seeks to track the upside performance of a stock, to a cap, with a 20% floor, over the outcome period.

Bond ETFs: Seek to provide the upside performance of 20+ Year Treasuries, to a cap, and either a floor (maximum loss) of 5% or a 9% buffer, over a 3-month or 1-year outcome period.

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 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 incepted. 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.innovatoretf.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 losses of the reference asset 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 Funds' investment objectives, risks, charges and expenses should be carefully considered before investing. The prospectus contains this and other important information, and it may be obtained at innovatoretf.com. Read it carefully before investing.

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